NEBRASKA RURAL POLL

A Research Report

Trust in Media, Institutions and Health Information in Nonmetropolitan Nebraska

2021 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

Today, people have many different sources of news. However, Americans have been increasingly distrustful of media as of late. And, their confidence in other institutions had declined this year after increasing slightly last year. This distrust can be especially problematic in health emergencies like the current pandemic. Given all this, how much do rural Nebraskans trust various information sources? How much confidence do they have in various government institutions and systems? What information sources do they trust for information on the coronavirus? Which entity do they think should be the primary authority for public health decisions? This paper provides a detailed analysis of these questions.

This report details 1,568 responses to the 2021 Nebraska Rural Poll, the 26th annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their trust in media, institutions and health information. Trends for some of the questions are examined by comparing data from the 2017 Poll to this year's results. In addition, comparisons are made among different respondent subgroups, that is, comparisons by age, occupation, region, etc. Based on these analyses, some key findings emerged:

- ***Rural Nebraskans' confidence in many institutions has not changed much during the past four years.*** However, more rural Nebraskans have a great deal of confidence in the public safety agencies in their community than they did in 2017. The proportion stating they have a great deal of confidence in their local public safety agencies increased from 30 percent in 2017 to 36 percent this year. Conversely, fewer rural Nebraskans express a great deal of confidence in the presidency than they did in 2017. The proportion saying they have a great deal of confidence in the presidency decreased from 11 percent in 2017 to four percent this year.

- ***Overall, most rural Nebraskans have confidence in their local institutions (public safety agencies in their community, public schools in their community, and voting and election systems in their county). However, most have very little confidence in many national institutions (the Presidency, the U.S. House of Representatives, the U.S. Senate, and voting and election systems across the nation).*** Over one-half of rural Nebraskans have quite a lot or a great deal of confidence in public safety agencies in their community (80%), public schools (K – 12) in their community (63%) and voting and election systems in their county (56%). On the other hand, most rural Nebraskans have very little confidence in the following national institutions: the Presidency and executive branch of government (67%), U.S. House of Representatives (60%), U.S. Senate (57%) and voting and election systems across the nation (53%).
  - ✓ *Older persons are more likely than younger persons to have confidence in the voting and election systems in their county.* Approximately two-thirds of persons age 65 and older (66%) have quite a lot or a great deal of confidence in their county's voting and election systems, compared to just under four in ten (39%) of persons age 19 to 29.
  - ✓ *Persons living in or near smaller communities are more likely than persons living in or near larger communities to have confidence in their local/municipal government.* At least one-half of persons living in or near communities with populations less than 1,000 have quite a lot or a

great deal of confidence in their local/municipal government, compared to less than four in ten persons living in or near communities with populations of 10,000 or more.

- ***Rural Nebraskans are less trusting of many information sources than they were in 2017. While the proportion of rural Nebraskans who trust a lot of information they get from some of the sources listed remained about the same, the following sources had significant declines from 2017: local TV news, local newspapers, state newspapers, Fox News, public radio, and national newspapers.*** The proportion trusting local TV news a lot declined from 27 percent in 2017 to 15 percent this year. Those who trust local newspapers a lot declined from 25 percent to 16 percent and the proportion trusting state newspapers a lot declined from 17 to eight percent.

- ***This year, rural Nebraskans most trust information received from friends/family/ acquaintances, local news sources (TV and newspapers), and public sources (PBS and public radio). They least trust information from social networking sites, Internet blogs, MSNBC and CNN.*** Three-quarters of rural Nebraskans (75%) trust information from their friends, family or acquaintances either some or a lot. Seven in ten trust information from their local newspaper either some or a lot. At least one-half of rural Nebraskans do not trust at all information received from the following sources: CNN (55%), MSNBC (55%), social networking sites (54%) and Internet news blogs (53%).
  - ✓ *Persons living in or near smaller communities are more likely than persons living in or near larger communities to trust information from their local newspaper.* Almost eight in ten persons living in or near communities with populations ranging from 500 to 999 (79%) trust information from their local newspaper either some or a lot, compared to approximately 63 percent of persons living in or near communities with populations of 5,000 or more.
  - ✓ *Residents of the Southeast region are the group most likely to trust information from state newspapers.* Six in ten residents of the Southeast region trust information from state newspapers either some or a lot, compared to 46 percent of residents of the North Central region.
  - ✓ *Persons with less education are more likely than persons with more education to trust information from social networking sites.* Just over two in ten persons with a high school diploma or less education (21%) trust information from social networking sites either some or a lot, compared to 12 percent of persons with at least a four year college degree.

- ***Most rural Nebraskans trust local health professionals for reliable information on the coronavirus.*** Over eight in ten (85%) trust their doctor or other health care professional either some or a lot and just over two-thirds (68%) trust their local health department for reliable information on the coronavirus. Six in ten trust state public health officials. At least one-quarter of rural Nebraskans do not at all trust the World Health Organization (WHO) (33%) or the U.S. Centers for Disease Control (26%) to provide reliable information on the coronavirus.
  - ✓ Older persons are more likely than younger persons to trust the following sources: state government officials, state public health officials, local government officials, their local health department and their doctor or other healthcare professional. *As an example, just under six in ten persons age 19 to 29 (57%) trust their local health department either some or a lot to provide reliable information on the coronavirus, compared to just under eight in ten (79%) persons age 65 and older.*

- ***Most rural Nebraskans favor having health professionals being the primary authority for public health decisions.*** Just under four in ten (39%) support having local health departments being the primary authority for public health decisions while just over one-third (35%) favor having state health departments as the primary authority. Less than one in ten rural Nebraskans think either local or state government should be the primary authority for public health decisions.

Introduction

Today, people have many different sources of news. However, Americans have been increasingly distrustful of media as of late. And, their confidence in other institutions had declined this year after increasing slightly last year. This distrust can be especially problematic in health emergencies like the current pandemic. Given all this, how much do rural Nebraskans trust various information sources? How much confidence do they have in various government institutions and systems? What information sources do they trust for information on the coronavirus? Which entity do they think should be the primary authority for public health decisions? This paper provides a detailed analysis of these questions.

This report details 1,568 responses to the 2021 Nebraska Rural Poll, the 26th annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about media, institutions and health information.

Methodology and Respondent Profile

This study is based on 1,568 responses from Nebraskans living in 86 counties in the state.[1] A self-administered questionnaire was mailed in April and May to 6,040 randomly selected households. Metropolitan counties not included in the sample were Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington. The 14-page questionnaire included questions pertaining to well-being, community, pandemic impacts, and trust in media, institutions and health information. This paper reports only results from the trust in media, institutions, and health information section.

A 26% 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 2015 - 2019 American Community Survey). As can be seen from the table, there are some marked differences between some of the demographic variables in our sample compared to the Census data. Thus, we suggest the reader use caution in generalizing our data to all rural Nebraska. However, given the random sampling frame used for this survey, the acceptable percentage of responses, and the large number of respondents, we feel the data provide useful insights into opinions of rural Nebraskans on the various issues presented in this report. The margin of error for this study is plus or minus two percent.

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

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

The average age of respondents is 50 years. Sixty-nine percent are married (Appendix Table 1) and 67 percent live within the city limits of a town or village. On average, respondents have lived in Nebraska 41 years and have lived in their current community 27 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.

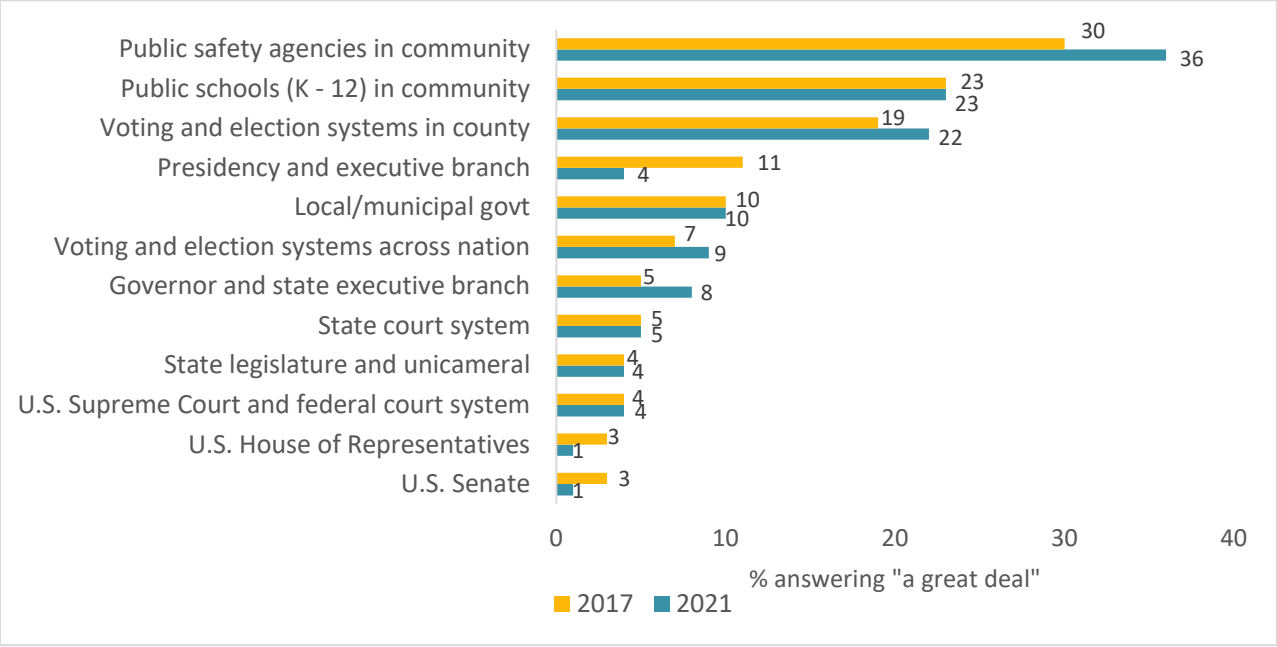
Twenty-five percent of the respondents report their 2020 approximate household income from all sources, before taxes, as below $40,000. Fifty-nine percent report incomes over $60,000. Seventy-eight percent were employed in 2020 on a full-time, part-time, or seasonal basis. Seventeen percent are retired. Thirty-three percent of those employed reported working in a management, professional, or education occupation. Fifteen percent indicated they were employed in agriculture.

Confidence in Institutions

How much confidence do rural Nebraskans have in various institutions? Respondents were asked to indicate how much confidence they have in a list of 12 institutions.

This same question was asked in 2017. Rural Nebraskans' confidence in many institutions did not change much during the past four years. However, more rural Nebraskans have a great deal of confidence in the public safety agencies in their community than they did in 2017. The proportion stating they have a great deal of confidence in their local public safety agencies increased from 30 percent in 2017 to 36 percent this year (Figure 1). Conversely, fewer rural Nebraskans express a great deal of confidence in the presidency than they did in

Figure 1. *Confidence in Institutions, 2017 and 2021*



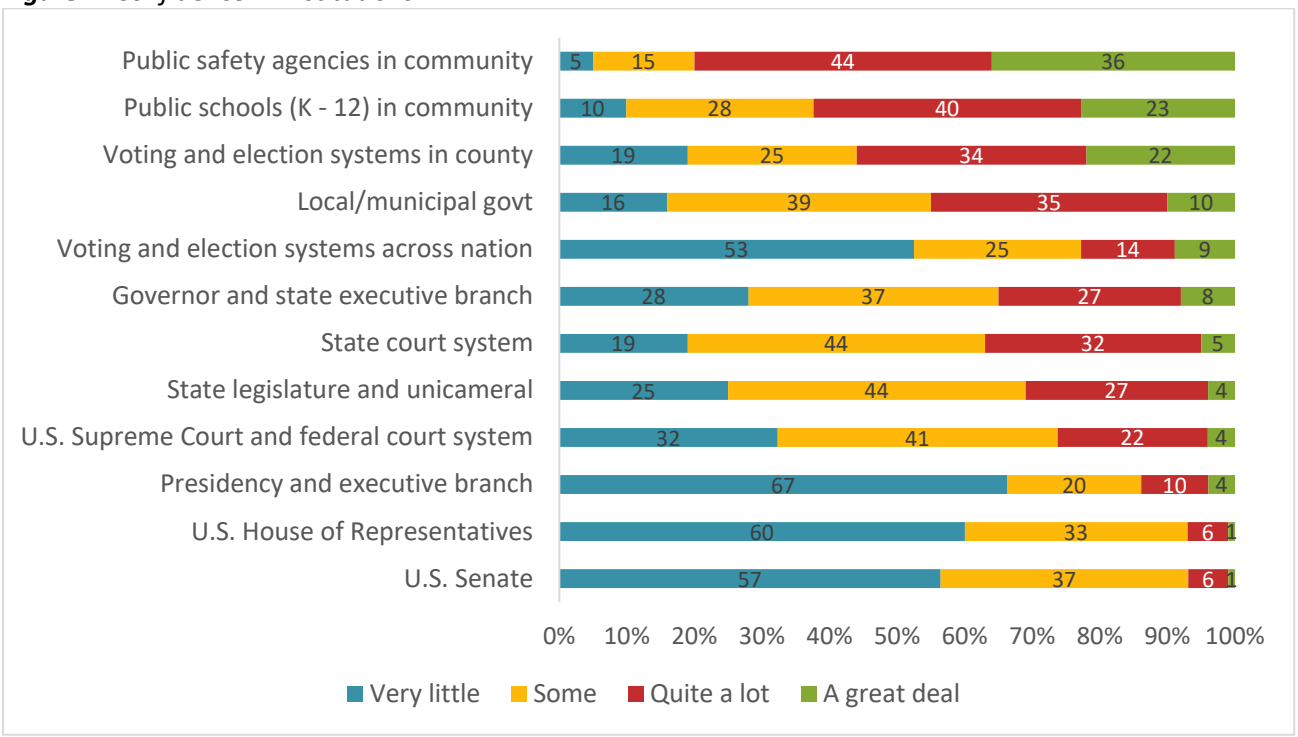
2017. The proportion saying they have a great deal of confidence in the presidency decreased from 11 percent in 2017 to four percent this year.

Overall, most rural Nebraskans have confidence in their local institutions (public safety agencies in their community, public schools in their community, and voting and election systems in their county). However, most have very little confidence in many national institutions (the Presidency, the U.S. House of Representatives, the U.S. Senate, and voting and election systems across the nation). Over one-half of rural Nebraskans have quite a lot or a great deal of confidence in public safety agencies in their community (80%), public schools (K – 12) in their community (63%) and voting and election systems in their county (56%) (Figure 2). On the other hand, most rural Nebraskans have very little confidence in the following national institutions: the Presidency and executive branch of government (67%), U.S. House of Representatives (60%), U.S. Senate (57%) and voting and election systems across the nation (53%).

Confidence in these institutions is examined by community size, region and various individual attributes (Appendix Table 2). Many differences emerge.

Persons with higher education levels are more likely than persons with less education to have quite a lot or a great deal of confidence in the Presidency and executive branch of government. Sixteen percent of persons with at least a four year college degree have quite a lot or a great deal of confidence in the Presidency and executive branch, compared to nine percent of persons with a high school diploma or less education.

Figure 2. *Confidence in Institutions*



Other groups that are most likely to have quite a lot or a great deal of confidence in the Presidency include: persons living in or near communities with populations ranging from 5,000 to 9,999, residents of the South Central region (see Appendix Figure 1 for the counties included in each region), persons with the lowest household incomes, persons with food service or personal care occupations, and persons with management, professional or education occupations. When comparing responses by marital status, married respondents are the group *least* likely to express confidence in the Presidency.

When looking at confidence with the U.S. Senate, certain groups are most likely to have *very little* confidence in it: residents of the Panhandle, persons age 50 to 64, males, and persons with production, transportation or warehousing occupations.

Similarly, many of those same groups are more likely than others to have *very little* confidence in the U.S. House of Representatives: residents of the North Central region, persons age 50 to 64, males, married persons, persons who are divorced or separated and persons with production, transportation or warehousing occupations.

Persons with the highest household incomes are more likely than persons with lower household incomes to have quite a lot or a great deal of confidence in the U.S. Supreme Court and federal court system. Almost four in ten persons with household incomes of $100,000 or more (38%) have either quite a lot or a great deal of confidence in the federal court system, compared to less than one-quarter of persons with incomes less than $100,000.

Other groups most likely to have quite a lot or a great deal of confidence in the U.S. Supreme Court include: persons living in or near communities with populations ranging from 500 to 4,999; the youngest respondents (age 19 to 29); persons with at least a four year college degree; and persons with construction, installation or maintenance occupations. When comparing responses by marital status, persons who are divorced or separated are the group *least* likely to express confidence in the federal court system.

The groups most likely to have quite a lot or a great deal of confidence in the Governor and state executive branch of government include: persons living in or near communities with populations ranging from 500 to 999, residents of the Panhandle, residents of the North Central region, persons with higher household incomes, persons age 40 to 49, persons age 65 and older, and married persons.

Persons with construction, installation or maintenance occupations are more likely than persons with different occupations to have confidence in the state legislature and unicameral. Just under one-half of persons with these types of occupations (45%) have quite a lot or a great deal of confidence in the state legislature and unicameral. In comparison, just over two in ten persons with either healthcare support or public safety occupations or persons with production, transportation or warehousing occupations share this opinion.

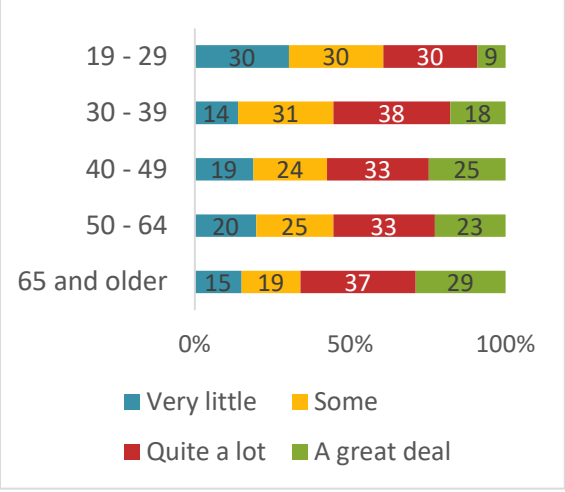
The other groups most likely to have a great deal or quite a lot of confidence in the state legislature and unicameral include: persons living in or near communities with populations ranging from 500 to 999, persons with higher household incomes, persons age 40 to 49, males, persons with higher education levels, married persons and widowed persons.

Persons with higher household incomes are more likely than persons with lower household incomes to have confidence in the state court system. Just under one-half of persons with the highest household incomes (48%) have either quite a lot or a great deal of confidence in the state court system, compared to less than three in ten persons with the lowest household incomes (under $40,000).

Other groups most likely to have quite a lot or a great deal of confidence in the state court system include: persons living in or near communities with populations ranging from 500 to 999; persons age 65 and older; males; persons with at least a four year college degree; married persons; widowed persons; persons with management, professional or education occupations; and persons with construction, installation or maintenance occupations.

Older persons are more likely than younger persons to have confidence in the voting and election systems in their county. Approximately two-thirds of persons age 65 and older (66%) have quite a lot or a great deal of confidence in their county's voting and election systems, compared to just under four in ten (39%) of persons age 19 to 29 (Figure 3).

Figure 3. *Confidence in Your County's Voting and Election Systems by Age*



Other groups most likely to have quite a lot or a great deal of confidence in their county's voting and election systems include: persons living in or near communities with populations ranging from 500 to 999, persons with higher household incomes, males, persons with higher education levels, and persons with construction, installation or maintenance occupations.

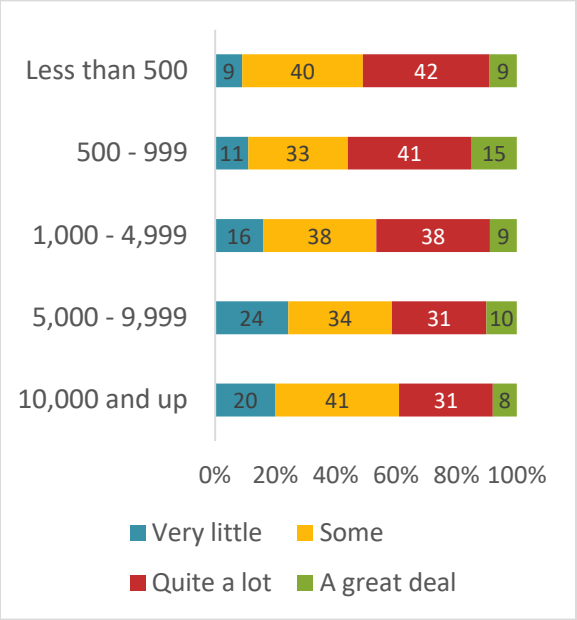
Persons with higher education levels are more likely than persons with less education to have confidence in the voting and election systems across the nation. Over three in ten persons with at least a four year college degree (31%) have quite a lot or a great deal of confidence in the nation's voting and election systems, compared to approximately eighteen percent of persons with less education.

Other groups most likely to have quite a lot or a great deal of confidence in the nation's voting systems include males and persons with construction, installation or maintenance occupations.

Persons living in or near smaller communities are more likely than persons living in or near larger communities to have confidence in their local/municipal government. At least one-half of persons living in or near communities with populations less than 1,000 have quite a lot or a great deal of confidence in their local/municipal government, compared to less than four in ten persons living in or near communities with populations of 10,000 or more (Figure 4).

Residents of the Panhandle are *less* likely than residents of other regions of the state to express confidence in their local/municipal government. Just under four in ten Panhandle residents (37%) have quite a lot or a great deal

Figure 4. *Confidence in Local/Municipal Government by Community Size*



of confidence in their local/municipal government, compared to over four in ten residents of the other four regions.

Other groups most likely to have quite a lot or a great deal of confidence in their local/municipal government include: persons with higher household incomes, persons age 65 and older, persons with at least a four year college degree, married persons, and persons with management, professional or education occupations.

Married persons are more likely than other marital groups to express confidence in their local public schools (K – 12). Two-thirds of married persons (67%) have quite a lot or a great deal of confidence in their local public schools, compared to just under one-half (46%) of persons who are divorced or separated.

Other groups most likely to have confidence in their local public schools (K – 12) include: persons living in or near smaller communities (populations under 1,000), residents of the Northeast region, residents of the Southeast region, persons with higher household incomes, persons age 40 to 49, females, persons with higher education levels and persons with management, professional or education occupations.

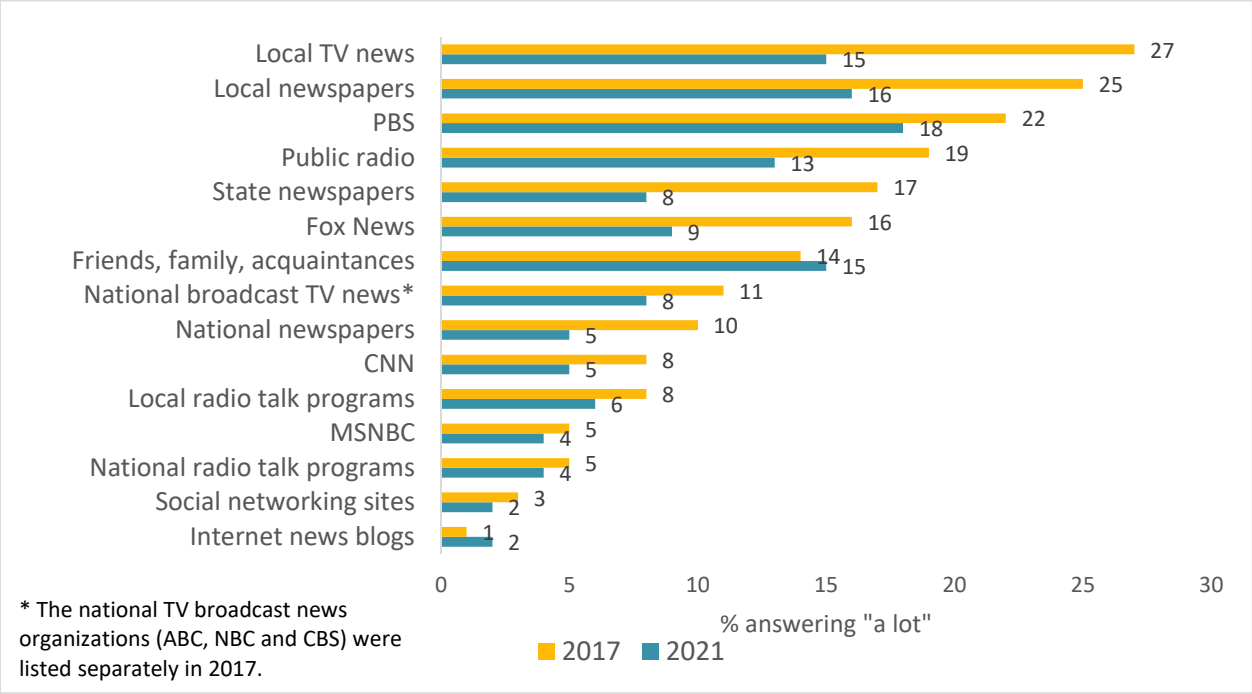
The groups most likely to have quite a lot or a great deal of confidence in their public safety agencies in their community include: persons living in or near communities with populations ranging from 500 to 999, persons with higher household incomes, persons age 40 to 49, females, persons with at least a four year college degree and married persons. When comparing responses by region, residents of the Panhandle are the group *least* likely to have quite a lot or a great deal of confidence in the public safety agencies in their community.

Trust in Media

How much do rural Nebraskans trust the information they get from various sources? Has this level of trust changed in the past four years? Respondents rated how much they trust 16 sources of information. The same question was asked in 2017 (though some of the specific sources listed were changed).

Rural Nebraskans are less trusting of many information sources than they were in 2017. While the proportion of rural Nebraskans who trust a lot the information they get from some of the sources listed remained about the same, the following sources had significant declines from 2017: local TV news, local newspapers, state newspapers, Fox News, public radio, and national newspapers. The proportion trusting local TV news a lot declined from 27 percent in 2017 to 15 percent this year. Those who trust local newspapers a lot declined from 25 percent to 16 percent and the proportion trusting state

Figure 5. *Trust in Information Sources, 2017 and 2021*



* The national TV broadcast news organizations (ABC, NBC and CBS) were listed separately in 2017.

newspapers a lot declined from 17 to eight percent (Figure 5).

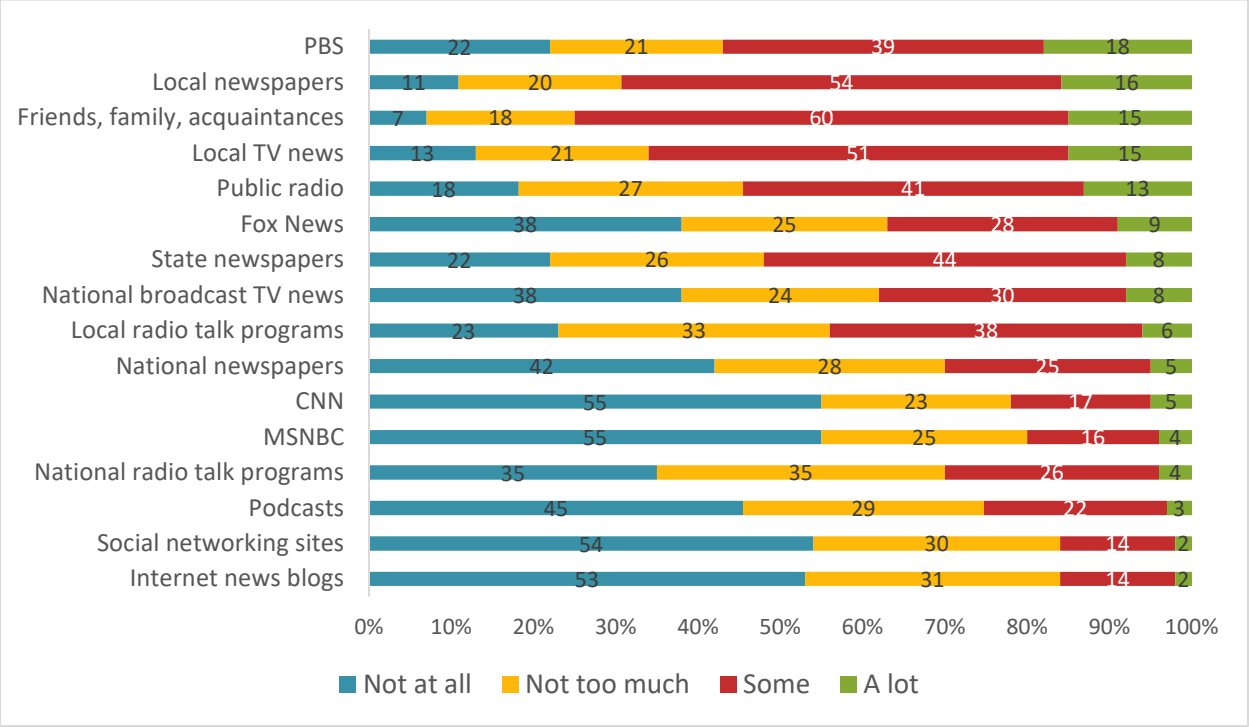
This year, rural Nebraskans most trust information received from friends/family/ acquaintances, local news sources (TV and newspapers), and public sources (PBS and public radio). They least trust information from social networking sites, Internet blogs, MSNBC and CNN. Three-quarters of rural Nebraskans (75%) trust information from their friends, family or acquaintances either some or a lot (Figure 6). Seven in ten trust information from their local newspaper either some or a lot. At least one-half of rural Nebraskans do not trust at all information received from the following sources: CNN (55%), MSNBC (55%), social networking sites (54%) and Internet news blogs (53%).

Trust in various information sources differs by community size, region 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 trust information from the following either some or a lot: CNN, MSNBC, national broadcast TV news, and national newspapers. However, persons living in or near smaller communities are more likely than persons living in or near larger communities to trust information from their local newspaper or their friends, family or acquaintances. As an example, almost eight in ten persons living in or near communities with populations ranging from 500 to 999 (79%) trust information from their local newspaper either some or a lot, compared to approximately 63 percent of persons living in or near communities with populations of 5,000 or more.

When examining responses by region, many

Figure 6. *Trust in Information Sources*

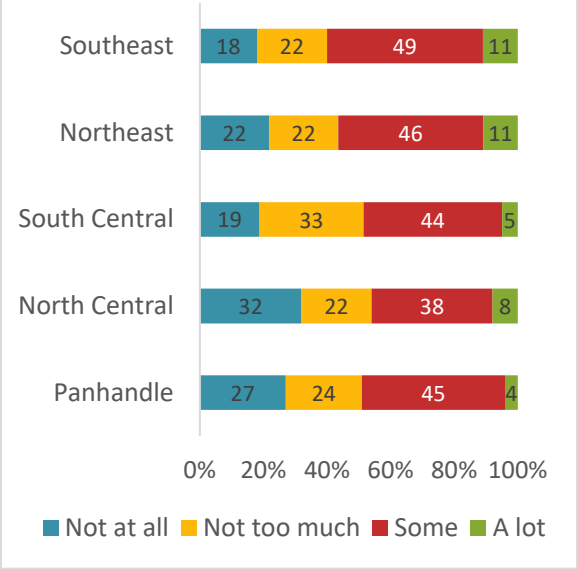


differences exist. Residents of the North Central region are the regional group *least* likely to say they trust the information they get from CNN or MSNBC either some or a lot. However, they are the regional group most likely to trust information from Fox News, local radio talk programs, friends/family/acquaintances, and social networking sites. Almost one-half of residents of the North Central region (46%) trust information from Fox News either some or a lot, compared to 30 percent of residents of the Northeast region.

Residents of the Southeast region are the group most likely to trust information from national broadcast TV news organizations and state newspapers. Six in ten residents of the Southeast region trust information from state newspapers either some or a lot, compared to 46 percent of residents of the North Central region (Figure 7).

Panhandle residents are the group *least* likely to trust a lot the information they get from their local TV news organizations and local

Figure 7. *Trust in State Newspapers by Region*



newspapers, but are the group most likely to trust information from national newspapers.

Persons with lower household incomes are more likely than persons with higher incomes to trust information from CNN, MSNBC, national broadcast TV news, and social networking sites. Conversely, persons with higher household incomes are more likely than persons with lower incomes to trust information they get from the following sources: local TV news, state newspapers, local newspapers, national radio talk programs, local radio talk programs, friends/family/acquaintances and podcasts.

Older persons are more likely than younger persons to trust the information from Fox News, national broadcast TV news, PBS, local TV news, and friends/family/acquaintances. One-half (50%) of persons age 65 and older trust information from Fox News either some or a lot, compared to approximately 26 percent of persons under the age of 40.

Persons age 40 to 49 are the age group most likely to trust the information from public radio and Internet news blogs. Persons under the age of 65 are more likely than persons age 65 and older to trust information from podcasts.

Females are more likely than males to trust information either some or a lot from the following sources: PBS, public radio, friends/ family/acquaintances, social networking sites and podcasts. As an example, almost six in ten females (59%) trust information from public radio either some or a lot, compared to 49 percent of males.

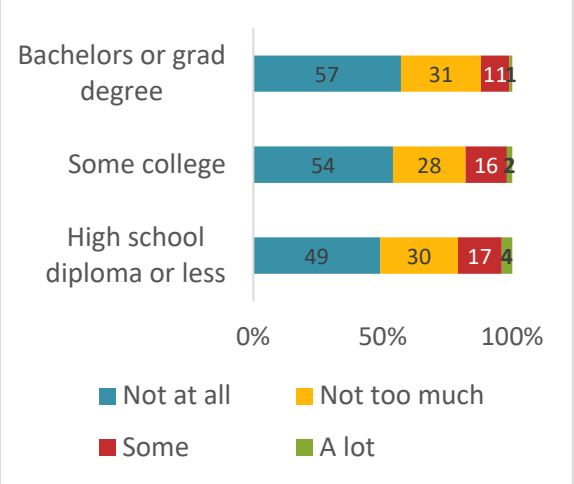
Persons with higher education levels are more likely than persons with less education to trust the following sources: PBS, their local TV news, national newspapers, state newspapers, and local newspapers. Six in ten persons with at least a four year college degree trust information from state newspapers either some or a lot, compared to just under one-half (46%) of persons with a high school diploma or less education.

Persons with some college education (but not a four year degree) are the group *least* likely to trust information from national broadcast TV news. However, they are the education group most likely to trust information from both national and local radio talk programs.

Persons with less education are more likely than persons with more education to trust information from Fox News, social networking sites and Internet news blogs. Just over two in ten persons with a high school diploma or less education (21%) trust information from social networking sites either some or a lot, compared to 12 percent of persons with at least a four year college degree (Figure 8).

Widowed persons are more likely than other marital groups to trust information from Fox News and national broadcast TV news. Persons who are divorced or separated are the group most likely to trust national newspapers

Figure 8. *Trust in Social Networking Sites by Education Level*



as an information source and join the widowed persons as the groups most likely to trust information from local TV news. Both married persons and persons who have never married are the groups most likely to trust information from their local newspaper. Both the persons who have never married and persons who are divorced or separated are the groups most likely to trust public radio as an information source. Persons who have never married are the group most likely to trust information from Internet news blogs and podcasts.

When comparing responses by occupation, persons with food service or personal care occupations are the group most likely to trust information from the following sources either some or a lot: CNN, MSNBC, national broadcast TV news, national newspapers, state newspapers, social networking sites, Internet news blogs and podcasts.

Persons with construction, installation or maintenance occupations are the group most likely to trust information from Fox News. Persons with management, professional or education occupations are the group most likely to trust information from PBS and their local TV news. Both of these groups of occupations are most likely to trust information from their local newspaper.

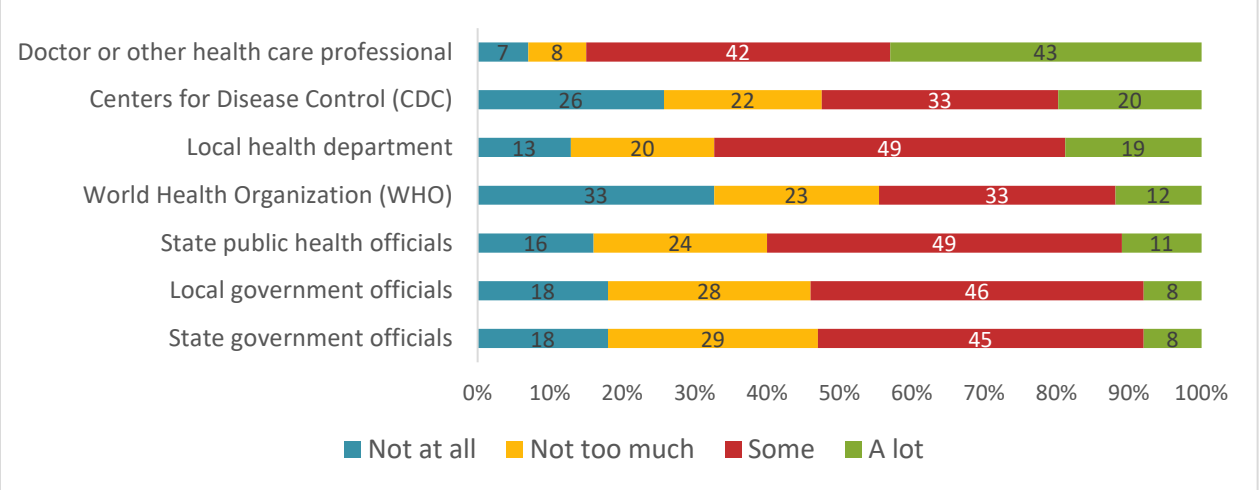
Persons with production, transportation or warehousing occupations are the group most likely to trust information from national radio talk programs. And, persons with healthcare support or public safety occupations are the group most likely to trust friends, family and acquaintances as an information source.

Health Information

Next, respondents were asked two questions specifically about health information. They were first given a list of sources and asked how much they trust each to provide reliable information on the coronavirus.

Most rural Nebraskans trust local health professionals for reliable information on the coronavirus. Over eight in ten (85%) trust their doctor or other health care professional either some or a lot and just over two-thirds (68%) trust their local health department for reliable information on the coronavirus (Figure 9). Six in ten trust state public health officials. At least one-quarter of rural Nebraskans do not at all

Figure 9. *Sources Trust for Reliable Information on Coronavirus*



trust the World Health Organization (WHO) (33%) or the U.S. Centers for Disease Control (CDC) (26%) to provide reliable information on the coronavirus.

The trust in health information sources is examined by community size, region and various individual attributes (Appendix Table 4). Many differences emerge.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to trust the World Health Organization (WHO), the U.S. Centers for Disease Control (CDC), and state public health officials to provide reliable information on the coronavirus. As an example, six in ten persons living in or near the largest communities (populations of 10,000 or more) trust the CDC some or a lot to provide reliable information on the coronavirus, compared to almost four in ten persons (37%) living in or near the smallest communities (populations less than 500).

In general, persons living in or near smaller communities are more likely than persons living in or near larger communities to trust their local government officials for information on the coronavirus. Over six in ten persons living in or near communities with populations ranging from 500 to 999 trust their local government officials some or a lot to provide reliable information on the coronavirus, compared to one-half (50%) of persons living in or near the largest communities (populations of 10,000 or more).

Persons living in or near mid-sized communities are more likely than persons living in or near both smaller or larger communities to trust their local health department for reliable information on the coronavirus. Approximately seven in ten persons living in or near communities with populations ranging from 500 to 9,999 trust their local health department some or a lot.

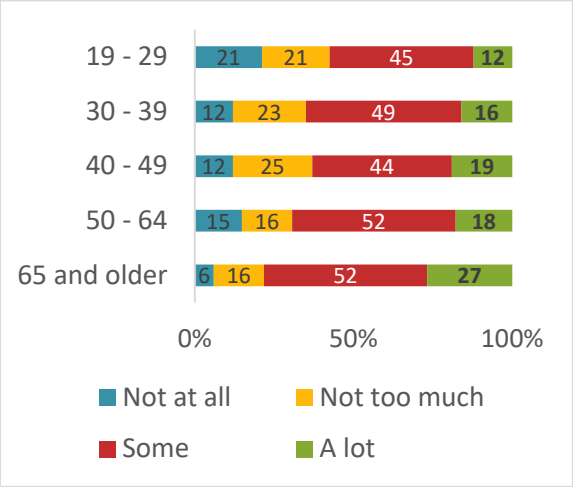
Residents of both the South Central and Northeast regions are more likely than residents of other regions of the state to trust the WHO and the CDC to provide reliable information on the coronavirus. Residents of the Panhandle are the regional group most likely to trust state government officials and state public health officials for information on the coronavirus. Almost two-thirds of Panhandle residents (65%) trust state public health officials either some or a lot to provide reliable information on the coronavirus, compared to 55 percent of the residents of the North Central region.

Persons with lower household incomes are more likely than persons with higher household incomes to trust the WHO for coronavirus information. Persons with higher household incomes are more likely than persons with lower incomes to trust both state and local government officials as well as their doctor or other health care professional.

Persons age 30 to 39 are the age group most likely to trust the WHO to provide reliable information on the coronavirus. Older persons are more likely than younger persons to trust the following sources: state government officials, state public health officials, local government officials, their local health department and their doctor or other healthcare professional. As an example, just under six in ten persons age 19 to 29 (57%) trust their local health department either some or a lot to provide reliable information on the coronavirus, compared to just under eight in ten (79%) persons age 65 and older (Figure 10).

Females are more likely than males to trust the information from the WHO, the CDC, their local health department and their doctor or other

Figure 10. *Trust in Coronavirus Information Provided by Local Health Department by Age*



health care professional. As an example, almost six in ten females (58%) trust the CDC either some or a lot to provide reliable information on the coronavirus, compared to just under one-half (46%) of males.

Persons with higher education levels are more likely than persons with less education to trust the coronavirus information provided by: the WHO, the CDC, state public health officials, and their doctor or other health care professional. Almost two-thirds of persons with at least a four year college degree (65%) trust state public health officials either some or a lot to provide reliable information on the coronavirus, compared to just over one-half (56%) of persons with a high school diploma or less education.

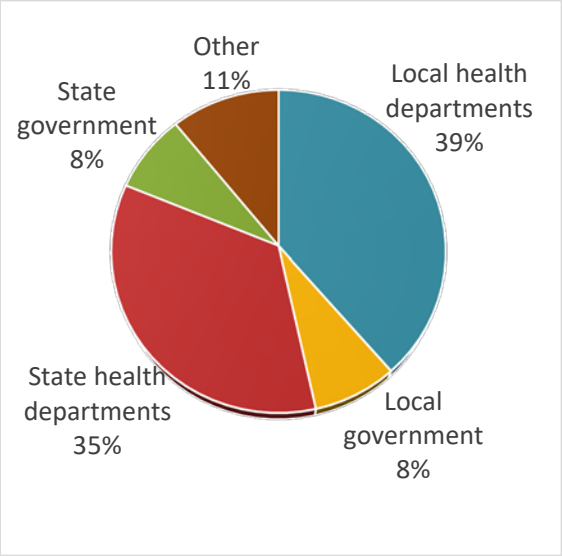
Persons who have never married are more likely than other marital groups to trust coronavirus information from the WHO. Both widowed persons and persons who are divorced or separated are the groups most likely to trust state government officials and state public health officials. Widowed persons are the group most likely to trust their local government officials and their doctor or other health care professional.

Persons with food service or personal care occupations are more likely than persons with different occupations to trust the WHO to provide reliable information on the coronavirus. Both persons with food service or personal care occupations and persons with management, professional or education occupations are the groups most likely to trust the CDC. Both persons with sales or office support occupations and persons with construction, installation or maintenance occupations are the groups most likely to trust state government officials and local government officials. Persons with management, professional or education occupations and persons with construction, installation or maintenance occupations are the groups most likely to trust their local health department for reliable information on the coronavirus. Persons with management, professional or education occupations are the group most likely to trust their doctor or other health care professional.

Finally, respondents were asked which entity should be the primary authority for public health decisions – like implementing directed health measures – during a public health emergency. Most rural Nebraskans favor having health professionals being the primary authority for public health decisions. Just under four in ten (39%) support having local health departments being the primary authority for public health decisions while just over one-third (35%) favor having state health departments as the primary authority (Figure 11). Less than one in ten rural Nebraskans think either local or state government should be the primary authority for public health decisions.

The perceptions of which entity should be the primary authority for public health decisions

Figure 11. *Which Entity Should Be Primary Authority for Public Health Decisions*

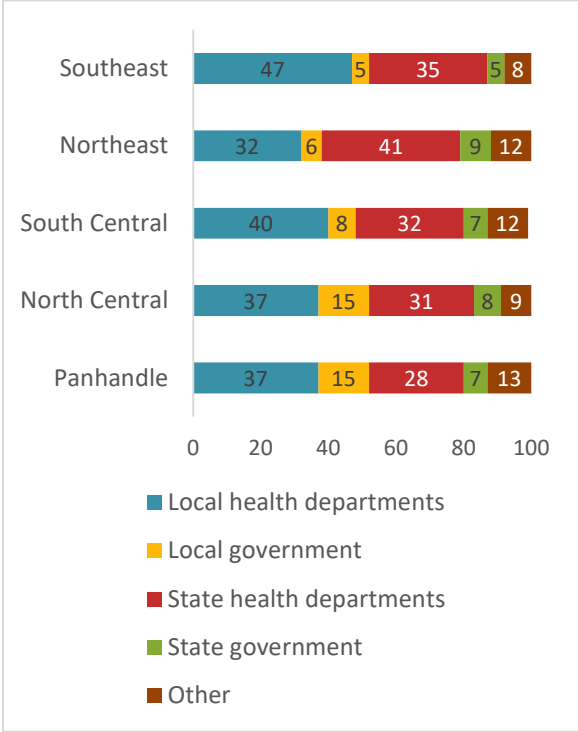


during a public health emergency are examined by community size, region and individual attributes (Appendix Table 5). Many differences emerge.

Persons living in or near smaller communities are more likely than persons living in or near larger communities to prefer that local health departments be the primary authority for public health decisions. Over four in ten persons living in or near the smallest communities (43%) prefer local health departments be the primary authority, compared to 31 percent of persons living in or near communities with populations ranging from 5,000 to 9,999.

Residents of the Southeast region are more likely than residents of other regions of the state to say local health departments should be the primary authority for public health decisions during a public health emergency. Almost one-half (47%) of Southeast region residents prefer that local health departments be the primary authority, compared to 32 percent of residents

Figure 12. *Perceptions of Primary Authority for Public Health Decisions by Region*



of the Northeast region (Figure 12). The residents of the Northeast region are the regional group most likely to prefer state health departments be the primary authority for public health decisions. Panhandle residents and residents of the North Central region are the groups most likely to believe local government should be the primary authority.

Persons with higher household incomes are more likely than persons with lower incomes to believe local government should be the primary authority for public health decisions. Persons with lower household incomes are more likely than persons with higher incomes to think state health departments should be the primary authority.

The oldest persons are more likely than younger persons to suggest state health departments should be the primary authority for public

health decisions. Persons age 30 to 39 are the group most likely to say local government should be the primary authority.

Females are more likely than males to say local health departments should be the primary authority for public health decisions during a public health emergency. Males are more likely than females to believe state government should be the primary authority.

Both married persons and widowed persons are the marital groups most likely to suggest local health departments be the primary authority for public health decisions. Persons who are divorced or separated are the group most likely to believe local government should be the primary authority. Married persons are the group *least* likely to think state health departments should be the primary authority.

Persons with healthcare support or public safety occupations are more likely than persons with different occupations to believe local health departments should be the primary authority for public health decisions. Just over one-half (52%) of persons with these types of occupations say local health departments should be the primary authority. Persons with food service or personal care occupations are the group most likely to think state health departments should be the primary authority. Persons with construction, installation or maintenance occupations are the group most likely to suggest state government should be the primary authority for public health decisions.

Conclusion

Rural Nebraskans' confidence in many institutions has not changed much during the past four years. However, more rural Nebraskans have a great deal of confidence in the public safety agencies in their community than they did in 2017. Conversely, fewer rural Nebraskans express a great deal of confidence in the presidency than they did in 2017.

Overall, most rural Nebraskans have confidence in their local institutions (public safety agencies in their community, public schools in their community, and voting and election systems in their county). However, most have very little confidence in many national institutions (the Presidency, the U.S. House of Representatives, the U.S. Senate, and voting and election systems across the nation).

Rural Nebraskans are less trusting of many information sources than they were in 2017. While the proportion of rural Nebraskans who trust a lot of the information they get from some of the sources listed remained about the same, the following sources had significant declines from 2017: local TV news, local newspapers, state newspapers, Fox News, public radio, and national newspapers.

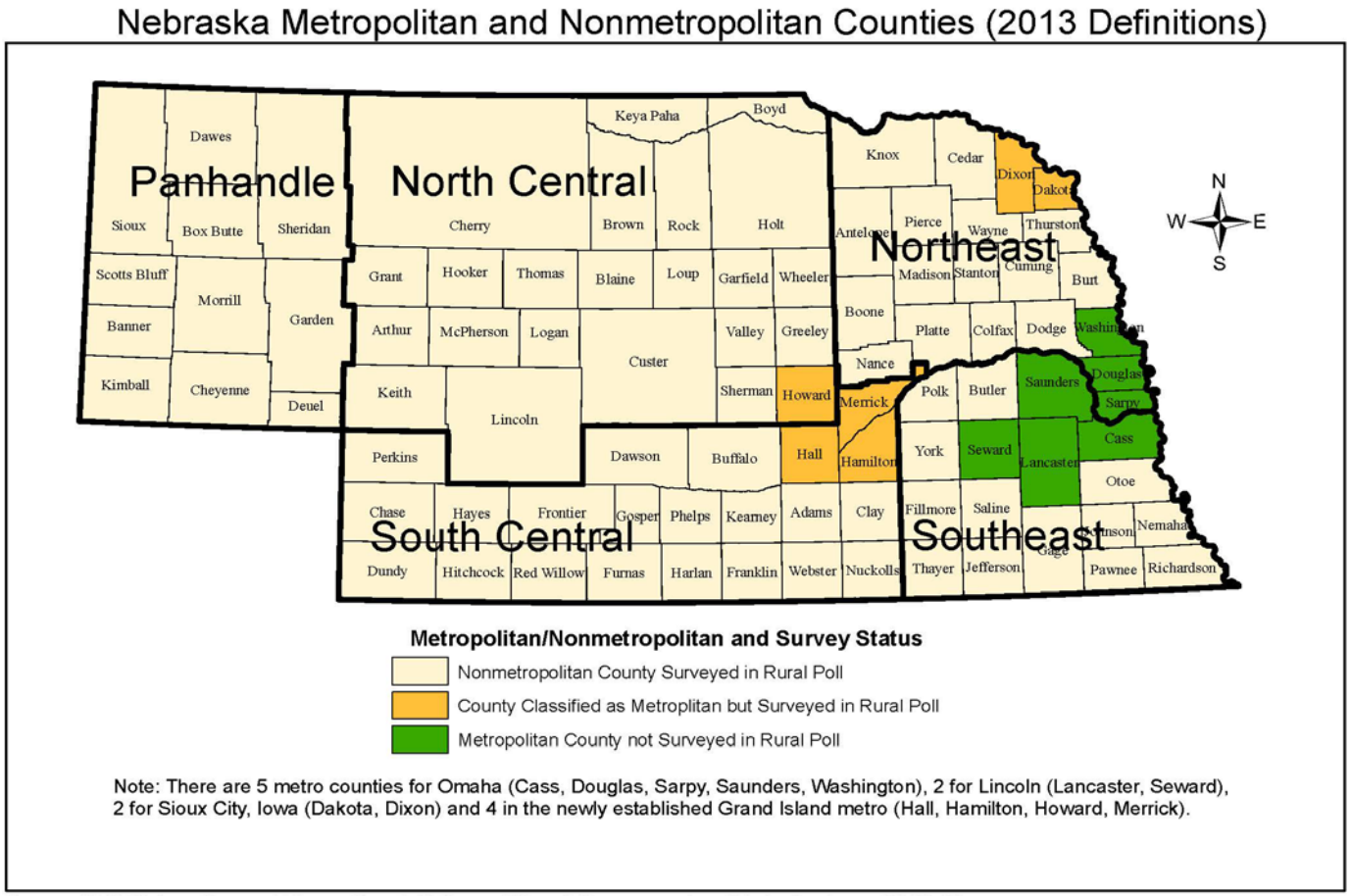
This year, rural Nebraskans most trust information received from friends/family/ acquaintances, local news sources (TV and newspapers), and public sources (PBS and public radio). They least trust information from social networking sites, Internet blogs, MSNBC and CNN.

Most rural Nebraskans trust local health professionals for reliable information on the coronavirus. Over eight in ten trust their doctor or other health care professional either some or a lot and just over two-thirds trust their local health department for reliable information on the coronavirus. Six in ten trust state public health officials. At least one-quarter of rural Nebraskans do not at all trust the World Health Organization (WHO) or the U.S. Centers for

Disease Control (CDC) to provide reliable information on the coronavirus.

Most rural Nebraskans favor having health professionals being the primary authority for public health decisions. Just under four in ten support having local health departments being the primary authority for public health decisions while just over one-third favor having state health departments as the primary authority. Less than one in ten rural Nebraskans think either local or state government should be the primary authority for public health decisions.

Appendix Figure 1. Regions of Nebraska



Source: 2013 Metropolitan and Micropolitan Definitions, Office of Management and Budget, released 2-28-13

Prepared by: David Drozd, Center for Public Affairs Research, University of Nebraska at Omaha - August 11, 2014

Appendix Table 1. *Demographic Profile of Rural Poll Respondents[1] Compared to 2015 – 2019 American Community Survey 5 Year Average for Nebraska**

	2021 Poll	***2020 Poll***	***2019 Poll***	***2018 Poll***	***2017 Poll***	***2016 Poll***	***2015 - 2019 ACS***
Age : [2]							
20 - 39	32%	32%	32%	32%	32%	31%	32%
40 - 64	44%	44%	44%	44%	44%	45%	42%
65 and over	24%	24%	24%	24%	24%	24%	26%
Gender: [3]							
Female	55%	55%	55%	55%	56%	59%	51%
Male	45%	46%	45%	46%	44%	41%	49%
Education: [4]							
Less than 9th grade	1%	1%	0.3%	1%	1%	1%	4%
9th to 12th grade (no diploma)	2%	2%	1%	2%	2%	2%	6%
High school diploma (or equiv.)	16%	16%	15%	18%	18%	21%	32%
Some college, no degree	26%	18%	18%	23%	22%	21%	26%
Associate degree	15%	24%	24%	17%	16%	19%	12%
Bachelors degree	28%	26%	29%	25%	25%	23%	15%
Graduate or professional degree	13%	14%	13%	13%	16%	14%	6%
Household Income: [5]							
Less than $20,000	8%	7%	7%	9%	10%	11%	15%
$20,000 - $39,999	17%	14%	15%	18%	18%	22%	21%
$40,000 - $59,999	16%	19%	18%	22%	26%	22%	18%
$60,000 - $74,999	14%	16%	16%	17%	12%	14%	11%
$75,000 - $99,999	17%	21%	19%	33%	34%	32%	14%
$100,000 - $149,999	19%	15%	16%	***[6]	***	***	13%
$150,000 - $199,999	5%	5%	5%	***	***	***	4%
$200,000 or more	4%	4%	3%	***	***	***	3%
Marital Status: [7]							
Married	69%	69%	70%	71%	68%	69%	61%
Never married	13%	12%	12%	10%	13%	11%	19%
Divorced/separated	11%	10%	9%	11%	11%	10%	12%
Widowed/widower	7%	8%	8%	8%	8%	9%	8%

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

[2] 2015-2019 American Community Survey universe is non-metro population 20 years of age and over.

[3] 2015-2019 American Community Survey universe is non-metro population 20 years of age and over.

[4] 2015-2019 American Community Survey universe is non-metro population 18 years of age and over.

[5] 2015-2019 American Community Survey universe is all non-metro households.

[6] Income categories for the Rural Polls were expanded in 2019. $75,000 or more was the largest category before then.

[7] 2015-2019 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. *Confidence in Institutions by Community Size, Region and Individual Attributes*

	Presidency and executive branch of government					***U.S. Senate***				
	Very little	*Some*	*Quite a lot*	*A great deal*	*Significance*	*Very little*	*Some*	*Quite a lot*	*A great deal*	*Significance*
						Percentages				
Total	67	20	10	4		57	37	6	1	
Community Size		(n = 1431)					(n = 1431)			
Less than 500	74	16	8	3		56	37	5	1	
500 - 999	66	26	7	1		61	35	4	0	
1,000 - 4,999	68	19	10	4		56	38	5	1	
5,000 - 9,999	58	23	11	8	$\chi^2 = 26.25$*	60	30	9	1	$\chi^2 = 9.14$
10,000 and up	64	21	12	3	(.010)	55	39	6	1	(.691)
Region		(n = 1463)					(n = 1464)			
Panhandle	67	22	4	8		68	30	2	0	
North Central	76	13	8	3		63	31	6	0	
South Central	60	24	13	3		54	39	7	1	
Northeast	68	18	9	5	$\chi^2 = 36.41$*	57	37	5	2	$\chi^2 = 21.93$*
Southeast	68	21	10	2	(.000)	52	42	5	1	(.038)
Individual Attributes:										
Household Income Level		(n = 1354)					(n = 1355)			
Under $40,000	58	22	15	6		53	35	9	2	
$40,000 - $74,999	69	18	10	3		58	36	6	0.2	
$75,000 - $99,999	69	22	7	2	$\chi^2 = 24.70$*	56	42	3	0	$\chi^2 = 24.60$*
$100,000 and over	68	19	8	5	(.003)	56	39	5	1	(.003)
Age		(n = 1468)					(n = 1470)			
19 - 29	67	24	9	0		57	37	6	0	
30 - 39	54	30	13	3		51	47	3	0	
40 - 49	74	13	11	3		60	32	7	1	
50 - 64	72	17	6	5	$\chi^2 = 58.61$*	64	31	4	2	$\chi^2 = 38.40$*
65 and older	64	20	10	6	(.000)	51	40	7	2	(.000)
Gender		(n = 1448)					(n = 1449)			
Male	68	20	8	4	$\chi^2 = 3.52$	59	36	4	0.3	$\chi^2 = 9.66$*
Female	66	20	11	4	(.318)	55	37	6	2	(.022)
Education		(n = 1432)					(n = 1433)			
High school diploma or less	72	18	4	5		54	38	6	2	
Some college	70	17	11	2	$\chi^2 = 28.06$*	60	33	6	1	$\chi^2 = 12.24$
Bachelors or grad degree	60	24	12	4	(.000)	54	41	5	1	(.057)
Marital Status		(n = 1426)					(n = 1427)			
Married	69	20	8	3		57	37	5	1	
Never married	62	20	16	2		56	38	6	1	
Divorced/separated	62	19	13	6	$\chi^2 = 23.46$*	62	32	5	2	$\chi^2 = 11.87$
Widowed	60	20	13	7	(.005)	47	43	7	3	(.221)
Occupation		(n = 1111)					(n = 1110)			
Mgt, prof or education	52	29	16	3		45	46	8	1	
Sales or office support	77	16	6	1		66	29	4	1	
Constrn, inst or maint	65	20	9	6		49	46	5	0	
Prodn/trans/warehsing	73	15	10	2		77	21	2	0	
Agriculture	78	15	5	2		70	30	1	0	
Food serv/pers. care	52	30	15	3		44	43	10	3	
Hlthcare supp/safety	79	14	6	2	$\chi^2 = 84.03$*	60	36	4	0	$\chi^2 = 79.11$*
Other	82	9	0	9	(.000)	68	27	0	5	(.000)

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

Appendix Table 2 continued.

	U.S. House of Representatives					***The U.S. Supreme Court and federal court system***				
	Very little	*Some*	*Quite a lot*	*A great deal*	*Significance*	*Very little*	*Some*	*Quite a lot*	*A great deal*	*Significance*
						Percentages				
Total	60	33	6	1		32	41	22	4	
Community Size		(n = 1424)					(n = 1432)			
Less than 500	63	32	4	1		42	36	18	4	
500 - 999	63	32	5	0		25	44	29	2	
1,000 - 4,999	56	38	6	1		25	42	30	3	
5,000 - 9,999	59	27	12	2	$\chi^2 = 19.01$	29	56	12	3	$\chi^2 = 58.24$*
10,000 and up	62	31	6	1	(.088)	34	40	20	6	(.000)
Region		(n = 1454)					(n = 1462)			
Panhandle	68	27	5	0		30	50	17	3	
North Central	72	22	6	1		39	33	26	3	
South Central	57	35	7	1		31	39	27	3	
Northeast	58	34	6	2	$\chi^2 = 23.90$*	31	43	20	7	$\chi^2 = 28.98$*
Southeast	58	36	6	1	(.021)	30	47	19	5	(.004)
Individual Attributes:										
Household Income Level		(n = 1349)					(n = 1352)			
Under $40,000	55	32	11	2		35	42	19	4	
$40,000 - $74,999	59	34	6	1		36	41	21	3	
$75,000 - $99,999	63	35	3	0	$\chi^2 = 24.00$*	29	48	19	4	$\chi^2 = 33.76$*
$100,000 and over	61	33	5	2	(.004)	25	37	32	6	(.000)
Age		(n = 1461)					(n = 1466)			
19 - 29	60	34	6	0		48	18	34	0	
30 - 39	49	45	6	1		28	53	16	3	
40 - 49	64	28	7	1		30	39	24	7	
50 - 64	68	27	4	2	$\chi^2 = 35.16$*	33	47	17	4	$\chi^2 = 108.86$*
65 and older	57	34	7	2	(.000)	25	45	24	6	(.000)
Gender		(n = 1443)					(n = 1447)			
Male	64	30	6	1	$\chi^2 = 8.45$*	31	39	26	5	$\chi^2 = 7.83$
Female	57	35	7	2	(.038)	33	43	20	4	(.050)
Education		(n = 1427)					(n = 1430)			
High school diploma or less	59	35	5	1		36	49	11	4	
Some college	65	28	7	1	$\chi^2 = 12.44$	34	41	22	3	$\chi^2 = 34.78$*
Bachelors or grad degree	57	36	6	1	(.053)	28	39	28	6	(.000)
Marital Status		(n = 1420)					(n = 1424)			
Married	62	31	5	1		30	42	24	4	
Never married	52	40	7	1		41	30	25	4	
Divorced/separated	63	27	10	1	$\chi^2 = 17.72$*	34	45	16	5	$\chi^2 = 19.63$*
Widowed	52	39	8	2	(.039)	29	44	20	7	(.020)
Occupation		(n = 1110)					(n = 1108)			
Mgt, prof or education	50	41	8	1		22	42	30	6	
Sales or office support	69	26	4	1		36	39	22	3	
Constrn, inst or maint	59	31	9	2		28	30	37	6	
Prodn/trans/warehsing	76	19	5	0		36	52	11	1	
Agriculture	73	25	2	0		42	35	17	6	
Food serv/pers. care	47	40	10	3		28	47	22	3	
Hlthcare supp/safety	63	34	4	0	$\chi^2 = 63.44$*	35	49	14	2	$\chi^2 = 81.78$*
Other	70	26	0	4	(.000)	64	32	0	5	(.000)

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

Appendix Table 2 continued.

	Governor and state executive branch of government					***State legislature and unicameral***				
	Very little	*Some*	*Quite a lot*	*A great deal*	*Significance*	*Very little*	*Some*	*Quite a lot*	*A great deal*	*Significance*
						Percentages				
Total	28	37	27	8		25	44	27	4	
Community Size		(n = 1429)					(n = 1426)			
Less than 500	27	38	27	9		21	48	27	4	
500 - 999	22	31	35	12		18	42	36	4	
1,000 - 4,999	23	40	28	8		21	46	27	5	
5,000 - 9,999	38	34	23	5	$\chi^2 = 27.17$*	33	33	32	2	$\chi^2 = 34.57$*
10,000 and up	32	37	25	7	(.007)	31	43	23	3	(.001)
Region		(n = 1464)					(n = 1460)			
Panhandle	28	33	31	9		27	43	24	6	
North Central	20	41	27	12		23	44	27	6	
South Central	30	39	25	7		26	45	27	3	
Northeast	28	38	30	5	$\chi^2 = 25.75$*	27	40	30	3	$\chi^2 = 15.96$
Southeast	32	32	24	12	(.012)	22	49	23	6	(.193)
Individual Attributes:										
Household Income Level		(n = 1354)					(n = 1353)			
Under $40,000	34	37	24	6		30	48	20	3	
$40,000 - $74,999	31	36	25	8		31	40	25	5	
$75,000 - $99,999	25	37	33	6	$\chi^2 = 21.74$*	20	47	31	3	$\chi^2 = 39.26$*
$100,000 and over	24	36	31	10	(.010)	20	40	35	5	(.000)
Age		(n = 1470)					(n = 1466)			
19 - 29	33	36	24	6		33	36	27	3	
30 - 39	36	43	18	3		23	57	18	3	
40 - 49	27	32	30	11		28	33	36	4	
50 - 64	28	39	27	6	$\chi^2 = 43.56$*	25	48	24	4	$\chi^2 = 59.59$*
65 and older	21	37	31	11	(.000)	20	45	29	6	(.000)
Gender		(n = 1449)					(n = 1446)			
Male	28	36	28	8	$\chi^2 = 1.39$	26	39	32	4	$\chi^2 = 15.56$*
Female	28	38	26	8	(.708)	25	47	23	4	(.001)
Education		(n = 1432)					(n = 1428)			
High school diploma or less	32	39	21	8		34	45	16	5	
Some college	29	35	29	8	$\chi^2 = 8.01$	26	42	29	4	$\chi^2 = 26.91$*
Bachelors or grad degree	26	39	27	8	(.237)	21	45	30	3	(.000)
Marital Status		(n = 1427)					(n = 1423)			
Married	24	37	29	10		23	44	29	5	
Never married	45	34	19	2		35	42	23	1	
Divorced/separated	31	39	24	6	$\chi^2 = 47.77$*	29	48	20	3	$\chi^2 = 21.93$*
Widowed	27	39	25	8	(.000)	21	47	28	4	(.009)
Occupation		(n = 1110)					(n = 1110)			
Mgt, prof or education	24	38	32	6		20	44	33	3	
Sales or office support	28	38	22	12		28	46	17	9	
Constrn, inst or maint	29	34	28	10		18	37	44	1	
Prodn/trans/warehsing	35	45	16	5		37	42	20	1	
Agriculture	34	30	27	9		28	42	26	4	
Food serv/pers. care	29	43	21	7		24	41	29	6	
Hlthcare supp/safety	19	49	29	3	$\chi^2 = 52.76$*	22	55	21	1	$\chi^2 = 71.43$*
Other	52	22	9	17	(.000)	44	39	9	9	(.000)

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

Appendix Table 2 continued.

	State court system					***Voting and election systems in your county***				
	Very little	*Some*	*Quite a lot*	*A great deal*	*Significance*	*Very little*	*Some*	*Quite a lot*	*A great deal*	*Significance*
						Percentages				
Total	19	44	32	5		19	25	34	22	
Community Size		(n = 1421)					(n = 1434)			
Less than 500	21	44	30	5		16	26	38	21	
500 - 999	18	41	39	3		13	23	44	20	
1,000 - 4,999	13	49	33	5		18	28	30	24	
5,000 - 9,999	26	39	34	2	$\chi^2 = 24.34$*	20	21	39	21	$\chi^2 = 21.99$*
10,000 and up	22	45	29	5	(.018)	23	24	32	21	(.038)
Region		(n = 1454)					(n = 1462)			
Panhandle	22	42	33	3		15	29	33	23	
North Central	20	41	30	9		20	25	32	23	
South Central	21	42	34	4		21	25	32	22	
Northeast	18	46	32	4	$\chi^2 = 14.39$	21	24	34	21	$\chi^2 = 10.85$
Southeast	18	49	29	4	(.277)	14	26	41	19	(.542)
Individual Attributes:										
Household Income Level		(n = 1347)					(n = 1352)			
Under $40,000	26	48	24	3		20	31	29	20	
$40,000 - $74,999	23	42	31	4		22	24	37	17	
$75,000 - $99,999	14	49	33	4	$\chi^2 = 49.97$*	18	25	39	19	$\chi^2 = 31.93$*
$100,000 and over	13	40	41	7	(.000)	16	22	33	29	(.000)
Age		(n = 1458)					(n = 1468)			
19 - 29	24	42	30	3		30	30	30	9	
30 - 39	15	54	28	3		14	31	38	18	
40 - 49	23	36	36	4		19	24	33	25	
50 - 64	21	48	27	5	$\chi^2 = 37.89$*	20	25	33	23	$\chi^2 = 64.19$*
65 and older	14	43	36	7	(.000)	15	19	37	29	(.000)
Gender		(n = 1439)					(n = 1448)			
Male	18	39	38	5	$\chi^2 = 25.24$*	20	19	36	26	$\chi^2 = 25.91$*
Female	21	49	26	4	(.000)	19	30	32	19	(.000)
Education		(n = 1424)					(n = 1432)			
High school diploma or less	27	47	21	4		27	33	22	18	
Some college	20	46	30	4	$\chi^2 = 35.46$*	22	22	38	17	$\chi^2 = 65.88$*
Bachelors or grad degree	15	42	39	5	(.000)	12	25	35	28	(.000)
Marital Status		(n = 1420)					(n = 1427)			
Married	17	45	34	5		18	25	34	23	
Never married	25	42	31	2		18	29	37	16	
Divorced/separated	25	47	21	6	$\chi^2 = 19.94$*	23	23	30	23	$\chi^2 = 8.75$
Widowed	17	45	33	5	(.018)	17	25	34	24	(.460)
Occupation		(n = 1107)					(n = 1112)			
Mgt, prof or education	19	35	42	5		13	27	36	24	
Sales or office support	21	42	30	7		18	26	33	23	
Constrn, inst or maint	12	42	43	4		12	18	45	25	
Prodn/trans/warehsing	14	58	25	3		27	19	39	16	
Agriculture	29	40	27	5		19	20	39	23	
Food serv/pers. care	24	39	31	6		27	19	37	18	
Hlthcare supp/safety	12	66	21	1	$\chi^2 = 89.11$*	24	42	21	12	$\chi^2 = 76.06$*
Other	17	65	9	9	(.000)	27	50	14	9	(.000)

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

Appendix Table 2 continued.

	Voting and election systems across the nation					***Local/municipal government***				
	Very little	*Some*	*Quite a lot*	*A great deal*	*Significance*	*Very little*	*Some*	*Quite a lot*	*A great deal*	*Significance*
						Percentages				
Total	53	25	14	9		16	39	35	10	
Community Size		(n = 1421)					(n = 1427)			
Less than 500	58	23	14	5		9	40	42	9	
500 - 999	56	25	14	5		11	33	41	15	
1,000 - 4,999	52	28	12	8		16	38	38	9	
5,000 - 9,999	52	24	15	10	$\chi^2 = 20.79$	24	34	31	10	$\chi^2 = 37.36$*
10,000 and up	50	23	15	12	(.053)	20	41	31	8	(.000)
Region		(n = 1453)					(n = 1457)			
Panhandle	54	24	14	8		21	42	29	8	
North Central	61	20	14	5		17	37	35	11	
South Central	48	27	15	10		16	36	38	9	
Northeast	55	22	12	11	$\chi^2 = 20.96$	20	36	36	9	$\chi^2 = 25.82$*
Southeast	51	28	16	6	(.051)	8	49	32	11	(.011)
Individual Attributes:										
Household Income Level		(n = 1347)					(n = 1347)			
Under $40,000	53	23	14	11		22	46	23	10	
$40,000 - $74,999	52	28	13	7		21	34	37	8	
$75,000 - $99,999	47	30	18	5	$\chi^2 = 24.95$*	13	45	36	7	$\chi^2 = 70.89$*
$100,000 and over	56	19	13	12	(.003)	8	33	46	13	(.000)
Age		(n = 1459)					(n = 1463)			
19 - 29	57	21	12	9		21	37	39	3	
30 - 39	46	30	16	9		17	42	34	8	
40 - 49	54	24	15	8		18	36	36	11	
50 - 64	58	22	12	8	$\chi^2 = 14.25$	17	40	34	9	$\chi^2 = 31.46$*
65 and older	49	26	15	10	(.285)	12	40	35	14	(.002)
Gender		(n = 1438)					(n = 1444)			
Male	56	18	14	12	$\chi^2 = 32.52$*	18	40	33	9	$\chi^2 = 3.53$
Female	50	30	14	6	(.000)	15	38	37	10	(.318)
Education		(n = 1423)					(n = 1426)			
High school diploma or less	54	31	9	7		22	48	22	8	
Some college	60	23	12	6	$\chi^2 = 47.36$*	18	38	35	10	$\chi^2 = 40.61$*
Bachelors or grad degree	45	24	18	13	(.000)	12	36	42	10	(.000)
Marital Status		(n = 1417)					(n = 1421)			
Married	54	26	13	8		13	37	40	10	
Never married	45	23	21	10		21	45	26	8	
Divorced/separated	53	25	13	9	$\chi^2 = 13.70$	28	36	25	10	$\chi^2 = 39.70$*
Widowed	52	21	17	10	(.134)	13	44	32	11	(.000)
Occupation		(n = 1104)					(n = 1108)			
Mgt, prof or education	36	34	18	12		13	31	45	11	
Sales or office support	58	24	10	7		19	35	40	7	
Constrn, inst or maint	48	21	17	15		14	35	39	13	
Prodn/trans/warehsing	62	12	17	9		13	60	24	3	
Agriculture	74	13	10	3		17	37	36	9	
Food serv/pers. care	49	27	16	8		24	45	25	6	
Hlthcare supp/safety	59	27	10	5	$\chi^2 = 95.80$*	15	47	34	4	$\chi^2 = 61.33$*
Other	65	26	0	9	(.000)	26	48	9	17	(.000)

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

Appendix Table 2 continued.

	Public schools (K - 12) in your community					***Public safety agencies (police department, fire department, etc.) in your community***				
	Very little	*Some*	*Quite a lot*	*A great deal*	*Significance*	*Very little*	*Some*	*Quite a lot*	*A great deal*	*Significance*
						Percentages				
Total	10	28	40	23		5	15	44	36	
Community Size		(n = 1406)					(n = 1429)			
Less than 500	7	26	41	27		6	17	49	28	
500 - 999	7	27	38	28		5	9	49	38	
1,000 - 4,999	10	31	35	25		3	15	45	38	
5,000 - 9,999	14	23	45	18	$\chi^2 = 21.52$*	12	16	36	36	$\chi^2 = 33.99$*
10,000 and up	11	28	43	19	(.043)	4	14	44	39	(.001)
Region		(n = 1438)					(n = 1460)			
Panhandle	13	31	34	21		5	26	37	32	
North Central	11	30	36	24		8	14	43	36	
South Central	10	29	35	26		3	14	44	39	
Northeast	10	24	48	18	$\chi^2 = 30.76$*	6	12	48	34	$\chi^2 = 25.71$*
Southeast	5	30	41	25	(.002)	3	17	43	37	(.012)
Individual Attributes:										
Household Income Level		(n = 1333)					(n = 1351)			
Under $40,000	15	37	31	17		9	19	41	30	
$40,000 - $74,999	11	26	41	22		5	13	48	34	
$75,000 - $99,999	5	27	45	22	$\chi^2 = 55.44$*	2	14	49	35	$\chi^2 = 43.84$*
$100,000 and over	7	20	44	29	(.000)	3	10	42	45	(.000)
Age		(n = 1445)					(n = 1464)			
19 - 29	13	31	47	9		9	9	51	30	
30 - 39	9	25	39	27		6	19	40	35	
40 - 49	8	25	38	30		2	12	45	41	
50 - 64	13	30	37	21	$\chi^2 = 40.82$*	5	17	46	32	$\chi^2 = 37.90$*
65 and older	8	27	40	25	(.000)	4	14	40	41	(.000)
Gender		(n = 1424)					(n = 1446)			
Male	13	26	42	19	$\chi^2 = 27.15$*	7	16	43	35	$\chi^2 = 10.88$*
Female	7	29	38	27	(.000)	3	13	46	37	(.012)
Education		(n = 1409)					(n = 1431)			
High school diploma or less	19	31	29	21		10	18	36	37	
Some college	9	32	40	19	$\chi^2 = 58.71$*	4	18	45	33	$\chi^2 = 42.88$*
Bachelors or grad degree	6	22	45	27	(.000)	4	9	48	39	(.000)
Marital Status		(n = 1406)					(n = 1423)			
Married	8	25	41	26		4	13	46	38	
Never married	13	30	44	13		10	18	41	30	
Divorced/separated	15	39	26	20	$\chi^2 = 39.84$*	7	23	41	29	$\chi^2 = 33.88$*
Widowed	7	32	38	23	(.000)	7	13	42	37	(.000)
Occupation		(n = 1100)					(n = 1109)			
Mgt, prof or education	6	21	40	33		3	13	45	39	
Sales or office support	11	25	42	22		7	9	46	39	
Constrn, inst or maint	9	30	48	14		1	21	48	30	
Prodn/trans/warehsing	7	32	46	16		1	19	53	27	
Agriculture	14	27	38	21		4	12	47	37	
Food serv/pers. care	16	19	49	15		16	8	51	25	
Hlthcare supp/safety	4	41	44	12	$\chi^2 = 85.14$*	1	17	49	34	$\chi^2 = 67.61$*
Other	4	52	17	26	(.000)	0	9	35	57	(.000)

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

Appendix Table 3. *Trust in Information Sources by Community Size, Region and Individual Attributes*

	CNN					***MSNBC***				
	Not at all	*Not too much*	*Some*	*A lot*	*Significance*	*Not at all*	*Not too much*	*Some*	*A lot*	*Significance*
						Percentages				
Total	55	23	17	5		55	25	16	4	
Community Size		(n = 1410)					(n = 1396)			
Less than 500	67	18	11	4		64	22	11	3	
500 - 999	58	28	9	5		59	26	12	4	
1,000 - 4,999	56	20	19	5		55	25	17	3	
5,000 - 9,999	46	26	16	11	$\chi^2 = 50.93$*	47	25	18	10	$\chi^2 = 34.46$*
10,000 and up	50	25	22	4	(.000)	50	26	21	3	(.001)
Region		(n = 1442)					(n = 1426)			
Panhandle	52	27	16	5		54	23	16	7	
North Central	68	16	12	4		67	17	12	4	
South Central	50	24	21	5		49	28	19	3	
Northeast	54	26	15	5	$\chi^2 = 27.68$*	55	26	16	3	$\chi^2 = 27.46$*
Southeast	56	19	18	6	(.006)	55	23	16	6	(.007)
Individual Attributes:										
Household Income Level		(n = 1333)					(n = 1320)			
Under $40,000	51	18	24	8		51	21	23	5	
$40,000 - $74,999	52	29	16	4		52	30	16	3	
$75,000 - $99,999	62	21	12	4	$\chi^2 = 31.23$*	61	21	15	3	$\chi^2 = 23.99$*
$100,000 and over	57	23	16	5	(.000)	56	26	13	5	(.004)
Age		(n = 1445)					(n = 1432)			
19 - 29	59	25	16	0		56	31	13	0	
30 - 39	55	20	19	6		56	20	21	3	
40 - 49	51	27	17	6		53	27	16	4	
50 - 64	59	20	16	4	$\chi^2 = 24.52$*	58	23	15	5	$\chi^2 = 31.64$*
65 and older	52	23	18	7	(.017)	52	24	18	7	(.002)
Gender		(n = 1429)					(n = 1411)			
Male	58	19	18	5	$\chi^2 = 9.99$*	58	22	16	5	$\chi^2 = 6.60$
Female	52	26	16	5	(.019)	53	27	17	4	(.086)
Education		(n = 1412)					(n = 1397)			
High school diploma or less	56	20	17	6		54	24	16	6	
Some college	61	19	17	3	$\chi^2 = 28.84$*	60	21	16	3	$\chi^2 = 20.42$*
Bachelors or grad degree	48	29	17	6	(.000)	49	29	17	5	(.002)
Marital Status		(n = 1406)					(n = 1390)			
Married	58	23	15	4		58	24	14	4	
Never married	53	21	20	5		50	25	22	2	
Divorced/separated	46	24	21	9	$\chi^2 = 16.56$	45	29	21	6	$\chi^2 = 23.98$*
Widowed	47	25	22	6	(.056)	46	26	19	9	(.004)
Occupation		(n = 1096)					(n = 1093)			
Mgt, prof or education	46	33	17	5		44	34	18	4	
Sales or office support	56	23	19	3		56	34	8	3	
Constrn, inst or maint	59	9	22	9		54	15	25	6	
Prodn/trans/warehsing	58	15	25	2		59	16	21	5	
Agriculture	79	9	11	1		77	11	11	1	
Food serv/pers. care	34	33	27	6		36	30	30	3	
Hlthcare supp/safety	58	29	8	5	$\chi^2 = 107.96$*	58	28	12	1	$\chi^2 = 94.32$*
Other	57	35	4	4	(.000)	57	39	4	0	(.000)

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

Appendix Table 3 continued.

	Fox News					***National broadcast TV news organizations (ABC, CBS, NBC)***				
	Not at all	*Not too much*	*Some*	*A lot*	*Significance*	*Not at all*	*Not too much*	*Some*	*A lot*	*Significance*
						Percentages				
Total	38	25	28	9		38	24	30	8	
Community Size		(n = 1403)					(n = 1425)			
Less than 500	40	23	30	8		48	23	22	8	
500 - 999	40	30	24	6		38	25	29	7	
1,000 - 4,999	38	27	25	10		41	21	32	7	
5,000 - 9,999	43	22	22	13	$\chi^2 = 15.82$	35	20	35	11	$\chi^2 = 30.20$*
10,000 and up	35	25	31	9	(.200)	31	27	33	10	(.003)
Region		(n = 1431)					(n = 1457)			
Panhandle	34	29	27	9		43	25	23	9	
North Central	37	17	33	13		50	20	25	5	
South Central	37	24	31	8		34	25	32	9	
Northeast	41	29	21	9	$\chi^2 = 24.80$*	37	26	29	9	$\chi^2 = 31.86$*
Southeast	37	26	27	10	(.016)	34	18	39	9	(.001)
Individual Attributes:										
Household Income Level		(n = 1321)					(n = 1347)			
Under $40,000	41	18	29	12		34	19	32	15	
$40,000 - $74,999	42	24	27	8		39	21	35	6	
$75,000 - $99,999	43	29	24	5	$\chi^2 = 29.59$*	46	24	24	6	$\chi^2 = 44.68$*
$100,000 and over	31	30	28	11	(.001)	35	29	30	7	(.000)
Age		(n = 1434)					(n = 1464)			
19 - 29	47	25	22	6		42	21	34	3	
30 - 39	46	28	22	4		41	24	27	8	
40 - 49	43	23	29	5		36	25	33	6	
50 - 64	32	27	31	10	$\chi^2 = 80.27$*	41	24	27	9	$\chi^2 = 29.50$*
65 and older	26	24	32	18	(.000)	31	24	33	13	(.003)
Gender		(n = 1419)					(n = 1443)			
Male	36	25	28	11	$\chi^2 = 7.38$	41	22	30	7	$\chi^2 = 6.19$
Female	40	25	28	7	(.061)	35	25	31	9	(.103)
Education		(n = 1399)					(n = 1427)			
High school diploma or less	33	29	25	13		37	22	29	12	
Some college	39	22	29	10	$\chi^2 = 17.77$*	42	23	29	7	$\chi^2 = 14.11$*
Bachelors or grad degree	39	27	28	6	(.007)	34	25	33	8	(.028)
Marital Status		(n = 1395)					(n = 1420)			
Married	36	26	29	9		40	23	29	7	
Never married	49	20	25	7		34	25	35	6	
Divorced/separated	38	27	22	14	$\chi^2 = 22.90$*	33	25	26	16	$\chi^2 = 25.71$*
Widowed	28	27	34	12	(.006)	29	21	38	12	(.002)
Occupation		(n = 1089)					(n = 1102)			
Mgt, prof or education	41	32	22	5		33	27	31	8	
Sales or office support	40	30	23	7		42	22	31	5	
Constrn, inst or maint	29	24	35	13		39	21	28	13	
Prodn/trans/warehsing	30	33	29	8		28	36	32	5	
Agriculture	49	21	24	6		63	14	22	2	
Food serv/pers. care	55	18	24	3		25	21	49	5	
Hlthcare supp/safety	40	23	30	7	$\chi^2 = 49.68$*	40	25	28	7	$\chi^2 = 92.41$*
Other	13	26	52	9	(.000)	18	64	18	0	(.000)

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

Appendix Table 3 continued.

	PBS					***Local TV news organizations***				
	Not at all	*Not too much*	*Some*	*A lot*	*Significance*	*Not at all*	*Not too much*	*Some*	*A lot*	*Significance*
						Percentages				
Total	22	21	39	18		13	21	51	15	
Community Size		(n = 1392)					(n = 1405)			
Less than 500	28	25	34	14		15	21	50	14	
500 - 999	18	22	36	25		10	18	57	15	
1,000 - 4,999	25	19	42	15		15	22	50	13	
5,000 - 9,999	18	17	42	23	$\chi^2 = 30.53$*	9	24	45	23	$\chi^2 = 15.21$
10,000 and up	18	22	39	20	(.002)	12	21	53	14	(.230)
Region		(n = 1421)					(n = 1434)			
Panhandle	25	22	36	18		15	27	49	10	
North Central	28	19	45	9		11	20	56	12	
South Central	20	24	39	18		12	22	54	13	
Northeast	20	22	37	21	$\chi^2 = 23.97$*	16	19	46	19	$\chi^2 = 21.29$*
Southeast	24	17	39	21	(.021)	11	22	50	17	(.046)
Individual Attributes:										
Household Income Level		(n = 1316)					(n = 1326)			
Under $40,000	21	21	36	22		17	20	47	17	
$40,000 - $74,999	23	17	41	19		15	19	50	16	
$75,000 - $99,999	25	25	38	12	$\chi^2 = 20.30$*	12	26	51	11	$\chi^2 = 25.13$*
$100,000 and over	18	25	39	18	(.016)	7	21	57	15	(.003)
Age		(n = 1427)					(n = 1439)			
19 - 29	27	24	39	9		24	21	48	6	
30 - 39	18	26	38	18		9	31	48	12	
40 - 49	20	22	37	22		12	20	55	14	
50 - 64	26	17	40	17	$\chi^2 = 34.42$*	14	18	50	18	$\chi^2 = 71.29$*
65 and older	18	20	40	22	(.001)	8	18	53	21	(.000)
Gender		(n = 1410)					(n = 1421)			
Male	26	20	35	18	$\chi^2 = 17.45$*	12	23	51	14	$\chi^2 = 2.92$
Female	18	22	42	18	(.001)	14	20	51	16	(.404)
Education		(n = 1392)					(n = 1405)			
High school diploma or less	27	20	34	18		16	24	42	18	
Some college	26	18	40	17	$\chi^2 = 28.64$*	14	22	48	15	$\chi^2 = 25.42$*
Bachelors or grad degree	16	26	40	19	(.000)	10	18	59	13	(.000)
Marital Status		(n = 1386)					(n = 1401)			
Married	21	23	39	17		12	23	52	14	
Never married	25	16	42	18		23	15	53	10	
Divorced/separated	26	19	31	25	$\chi^2 = 14.19$	13	17	50	20	$\chi^2 = 33.75$*
Widowed	18	22	42	18	(.116)	9	20	49	22	(.000)
Occupation		(n = 1083)					(n = 1089)			
Mgt, prof or education	14	22	45	20		8	20	59	13	
Sales or office support	22	23	41	15		15	18	53	15	
Constrn, inst or maint	27	14	34	25		15	15	54	15	
Prodn/trans/warehsing	14	39	29	18		10	32	44	15	
Agriculture	37	23	30	10		11	32	47	11	
Food serv/pers. care	24	14	52	11		20	14	50	17	
Hlthcare supp/safety	26	19	39	16	$\chi^2 = 98.08$*	24	23	39	15	$\chi^2 = 75.55$*
Other	9	65	17	9	(.000)	48	22	26	4	(.000)

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

Appendix Table 3 continued.

	National newspapers					***State newspapers***				
	Not at all	*Not too much*	*Some*	*A lot*	*Significance*	*Not at all*	*Not too much*	*Some*	*A lot*	*Significance*
						Percentages				
Total	42	28	25	5		22	26	44	8	
Community Size		(n = 1395)					(n = 1397)			
Less than 500	53	27	17	4		26	25	44	5	
500 - 999	38	35	24	4		12	28	48	12	
1,000 - 4,999	45	26	25	4		26	25	40	9	
5,000 - 9,999	40	22	24	14	$\chi^2 = 57.43$*	24	24	39	13	$\chi^2 = 33.77$*
10,000 and up	33	31	31	6	(.000)	17	27	49	7	(.001)
Region		(n = 1425)					(n = 1426)			
Panhandle	45	20	30	6		27	24	45	4	
North Central	50	29	16	4		32	22	38	8	
South Central	37	31	28	4		19	33	44	5	
Northeast	38	30	25	7	$\chi^2 = 31.28$*	22	22	46	11	$\chi^2 = 45.20$*
Southeast	48	21	27	5	(.002)	18	22	49	11	(.000)
Individual Attributes:										
Household Income Level		(n = 1318)					(n = 1321)			
Under $40,000	45	24	25	6		30	25	36	10	
$40,000 - $74,999	38	29	27	6		21	23	46	9	
$75,000 - $99,999	42	31	23	5	$\chi^2 = 8.47$	24	26	43	7	$\chi^2 = 31.57$*
$100,000 and over	37	31	27	5	(.488)	14	28	51	7	(.000)
Age		(n = 1431)					(n = 1432)			
19 - 29	44	28	25	3		30	18	45	6	
30 - 39	40	25	27	8		19	27	46	8	
40 - 49	34	33	28	5		16	30	46	8	
50 - 64	46	25	24	5	$\chi^2 = 18.37$	22	26	44	8	$\chi^2 = 26.05$*
65 and older	44	28	22	6	(.105)	24	25	41	10	(.011)
Gender		(n = 1411)					(n = 1415)			
Male	44	28	23	6	$\chi^2 = 5.22$	24	26	43	8	$\chi^2 = 1.91$
Female	40	29	27	5	(.156)	21	26	45	9	(.591)
Education		(n = 1397)					(n = 1397)			
High school diploma or less	43	29	22	6		29	25	37	9	
Some college	46	28	24	2	$\chi^2 = 30.87$*	24	27	43	6	$\chi^2 = 30.04$*
Bachelors or grad degree	35	29	28	8	(.000)	16	25	50	10	(.000)
Marital Status		(n = 1388)					(n = 1392)			
Married	42	30	24	4		20	27	46	8	
Never married	41	24	28	7		27	24	41	8	
Divorced/separated	40	20	32	9	$\chi^2 = 20.73$*	29	17	43	11	$\chi^2 = 16.78$
Widowed	48	26	21	4	(.014)	28	24	42	5	(.052)
Occupation		(n = 1091)					(n = 1092)			
Mgt, prof or education	27	37	29	7		9	29	52	9	
Sales or office support	48	26	26	1		26	16	50	8	
Constrn, inst or maint	45	32	20	3		26	21	45	9	
Prodn/trans/warehsing	35	36	26	3		16	36	43	5	
Agriculture	63	21	14	2		34	31	32	3	
Food serv/pers. care	33	12	37	18		24	13	45	18	
Hlthcare supp/safety	43	21	31	5	$\chi^2 = 116.66$*	25	20	49	6	$\chi^2 = 106.04$*
Other	50	36	14	0	(.000)	13	65	22	0	(.000)

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

Appendix Table 3 continued.

	Local newspapers					*Public radio*				
	Not at all	*Not too much*	*Some*	*A lot*	*Significance*	*Not at all*	*Not too much*	*Some*	*A lot*	*Significance*
						Percentages				
Total	11	20	54	16		18	27	41	13	
Community Size		(n = 1421)					(n = 1396)			
Less than 500	10	20	52	18		21	24	45	10	
500 - 999	3	18	58	21		17	29	40	14	
1,000 - 4,999	11	16	57	16		17	30	44	10	
5,000 - 9,999	13	23	42	21	$\chi^2 = 37.07$*	20	22	38	20	$\chi^2 = 23.10$*
10,000 and up	13	23	54	10	(.000)	16	29	39	16	(.027)
Region		(n = 1454)					(n = 1430)			
Panhandle	12	27	49	12		22	21	40	16	
North Central	13	22	45	21		18	28	42	12	
South Central	10	21	59	11		15	28	44	13	
Northeast	12	17	53	18	$\chi^2 = 28.04$*	19	27	40	15	$\chi^2 = 12.04$
Southeast	9	18	54	18	(.005)	22	28	40	10	(.443)
Individual Attributes:										
Household Income Level		(n = 1343)					(n = 1324)			
Under $40,000	14	22	48	16		23	25	42	11	
$40,000 - $74,999	13	18	52	17		17	25	38	20	
$75,000 - $99,999	9	23	56	12	$\chi^2 = 27.08$*	17	31	45	7	$\chi^2 = 33.19$*
$100,000 and over	6	18	59	17	(.001)	14	27	46	13	(.000)
Age		(n = 1456)					(n = 1433)			
19 - 29	21	15	54	9		12	34	45	9	
30 - 39	3	25	60	12		14	33	38	15	
40 - 49	8	19	56	17		16	26	46	12	
50 - 64	13	21	51	15	$\chi^2 = 65.29$*	24	22	40	13	$\chi^2 = 34.23$*
65 and older	10	19	49	22	(.000)	21	26	38	15	(.001)
Gender		(n = 1437)					(n = 1416)			
Male	11	20	54	15	$\chi^2 = 0.76$	20	31	34	15	$\chi^2 = 24.18$*
Female	11	20	53	16	(.859)	17	24	47	12	(.000)
Education		(n = 1421)					(n = 1397)			
High school diploma or less	19	19	48	14		23	28	39	10	
Some college	10	23	52	15	$\chi^2 = 28.82$*	18	29	41	13	$\chi^2 = 11.14$
Bachelors or grad degree	8	17	58	17	(.000)	16	26	43	15	(.084)
Marital Status		(n = 1414)					(n = 1394)			
Married	10	20	55	16		18	29	42	12	
Never married	13	17	60	11		18	23	44	15	
Divorced/separated	16	20	46	18	$\chi^2 = 17.01$*	23	17	38	21	$\chi^2 = 21.77$*
Widowed	15	18	47	20	(.048)	23	24	40	14	(.010)
Occupation		(n = 1105)					(n = 1090)			
Mgt, prof or education	4	23	59	15		16	20	48	16	
Sales or office support	16	18	50	16		22	16	46	16	
Constrn, inst or maint	7	19	65	10		19	19	50	13	
Prodn/trans/warehsing	10	23	61	7		15	40	35	10	
Agriculture	11	29	45	15		20	41	31	8	
Food serv/pers. care	17	15	50	18		18	30	42	9	
Hlthcare supp/safety	18	14	51	18	$\chi^2 = 61.89$*	18	34	39	10	$\chi^2 = 69.11$*
Other	5	23	64	9	(.000)	13	61	22	4	(.000)

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

Appendix Table 3 continued.

	National radio talk programs					*Local radio talk programs*				
	Not at all	*Not too much*	*Some*	*A lot*	*Significance*	*Not at all*	*Not too much*	*Some*	*A lot*	*Significance*
						Percentages				
Total	35	35	26	4		23	33	38	6	
Community Size		(n = 1377)					(n = 1380)			
Less than 500	44	29	21	6		25	27	39	9	
500 - 999	33	40	25	3		24	32	40	4	
1,000 - 4,999	36	34	26	4		20	34	40	6	
5,000 - 9,999	38	42	19	2	$\chi^2 = 28.20$*	30	36	30	4	$\chi^2 = 20.54$
10,000 and up	29	37	29	4	(.005)	22	36	39	4	(.058)
Region		(n = 1406)					(n = 1407)			
Panhandle	38	29	31	2		28	28	36	8	
North Central	41	31	22	7		17	32	43	8	
South Central	31	36	29	5		22	37	37	4	
Northeast	36	36	26	2	$\chi^2 = 25.89$*	25	31	42	3	$\chi^2 = 29.51$*
Southeast	38	38	20	5	(.011)	26	32	32	10	(.003)
Individual Attributes:										
Household Income Level		(n = 1304)					(n = 1304)			
Under $40,000	37	38	21	4		27	35	31	7	
$40,000 - $74,999	32	40	24	4		22	34	39	5	
$75,000 - $99,999	40	31	28	1	$\chi^2 = 23.59$*	23	30	44	4	$\chi^2 = 17.99$*
$100,000 and over	32	32	30	6	(.005)	18	35	41	6	(.035)
Age		(n = 1413)					(n = 1411)			
19 - 29	40	28	28	3		28	25	44	3	
30 - 39	35	44	20	1		18	43	36	3	
40 - 49	34	36	23	7		20	36	38	6	
50 - 64	30	35	31	4	$\chi^2 = 33.71$*	21	32	39	8	$\chi^2 = 33.20$*
65 and older	39	32	25	4	(.001)	28	30	36	7	(.001)
Gender		(n = 1397)					(n = 1392)			
Male	35	35	24	6	$\chi^2 = 15.64$*	26	33	35	6	$\chi^2 = 6.42$
Female	36	35	26	2	(.001)	21	33	41	5	(.093)
Education		(n = 1376)					(n = 1375)			
High school diploma or less	30	40	26	4		25	34	32	10	
Some college	38	30	28	5	$\chi^2 = 13.08$*	23	31	41	5	$\chi^2 = 14.82$*
Bachelors or grad degree	35	39	23	3	(.042)	22	35	39	4	(.022)
Marital Status		(n = 1373)					(n = 1369)			
Married	36	33	27	4		22	31	41	6	
Never married	35	35	26	4		22	36	38	4	
Divorced/separated	31	41	20	8	$\chi^2 = 15.57$	28	36	30	6	$\chi^2 = 13.80$
Widowed	42	37	20	1	(.076)	31	32	33	4	(.130)
Occupation		(n = 1078)					(n = 1075)			
Mgt, prof or education	35	35	26	4		20	35	41	4	
Sales or office support	44	31	24	1		22	35	35	9	
Constrn, inst or maint	36	35	25	5		33	22	36	9	
Prodn/trans/warehsing	23	24	48	5		21	31	45	2	
Agriculture	36	41	19	4		20	36	37	7	
Food serv/pers. care	22	45	30	3		19	39	37	5	
Hlthcare supp/safety	46	29	25	0	$\chi^2 = 68.48$*	26	27	45	2	$\chi^2 = 53.31$*
Other	22	70	4	4	(.000)	14	77	9	0	(.000)

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

Appendix Table 3 continued.

	Friends, family, acquaintances					*Social networking sites*				
	Not at all	*Not too much*	*Some*	*A lot*	*Significance*	*Not at all*	*Not too much*	*Some*	*A lot*	*Significance*
						Percentages				
Total	7	18	60	15		54	30	14	2	
Community Size		(n = 1422)					(n = 1411)			
Less than 500	6	15	59	20		55	31	12	2	
500 - 999	5	19	66	11		55	31	14	0	
1,000 - 4,999	5	19	61	14		52	28	19	1	
5,000 - 9,999	16	17	57	11	$\chi^2 = 32.71$*	57	28	13	2	$\chi^2 = 11.96$
10,000 and up	8	20	59	13	(.001)	55	30	13	2	(.449)
Region		(n = 1450)					(n = 1444)			
Panhandle	10	25	54	11		59	30	11	0	
North Central	6	14	62	18		55	19	25	1	
South Central	5	23	58	13		50	33	15	2	
Northeast	10	13	63	14	$\chi^2 = 31.24$*	56	30	12	2	$\chi^2 = 38.55$*
Southeast	8	17	59	16	(.002)	58	31	11	1	(.000)
Individual Attributes:										
Household Income Level		(n = 1345)					(n = 1334)			
Under $40,000	10	20	54	17		54	27	16	3	
$40,000 - $74,999	9	16	64	11		52	32	16	0	
$75,000 - $99,999	4	21	63	11	$\chi^2 = 28.97$*	57	30	12	1	$\chi^2 = 19.10$*
$100,000 and over	5	18	60	18	(.001)	54	30	13	3	(.024)
Age		(n = 1456)					(n = 1447)			
19 - 29	12	15	67	6		60	21	18	0	
30 - 39	6	27	58	10		57	31	11	2	
40 - 49	6	17	60	17		51	34	12	3	
50 - 64	8	17	59	17	$\chi^2 = 49.10$*	55	28	15	2	$\chi^2 = 26.51$*
65 and older	5	17	58	20	(.000)	51	32	16	1	(.009)
Gender		(n = 1440)					(n = 1428)			
Male	9	20	56	16	$\chi^2 = 13.00$*	59	27	12	2	$\chi^2 = 15.17$*
Female	6	17	64	14	(.005)	50	32	17	1	(.002)
Education		(n = 1420)					(n = 1412)			
High school diploma or less	10	18	54	19		49	30	17	4	
Some college	7	19	58	16	$\chi^2 = 14.11$*	54	28	16	2	$\chi^2 = 14.77$*
Bachelors or grad degree	6	18	64	12	(.028)	57	31	11	1	(.022)
Marital Status		(n = 1414)					(n = 1408)			
Married	5	18	62	15		54	31	13	2	
Never married	9	15	61	15		59	23	16	2	
Divorced/separated	12	20	52	16	$\chi^2 = 15.14$	51	28	19	3	$\chi^2 = 9.81$
Widowed	7	19	59	15	(.087)	52	30	17	1	(.366)
Occupation		(n = 1105)					(n = 1103)			
Mgt, prof or education	5	23	61	12		47	40	11	2	
Sales or office support	13	11	60	15		63	18	19	0	
Constrn, inst or maint	7	26	49	18		73	14	10	3	
Prodn/trans/warehsing	7	24	63	6		56	33	9	2	
Agriculture	4	22	61	14		59	31	10	1	
Food serv/pers. care	13	12	66	9		48	22	28	2	
Hlthcare supp/safety	7	12	68	13	$\chi^2 = 54.75$*	57	27	17	0	$\chi^2 = 77.63$*
Other	5	0	86	9	(.000)	48	35	9	9	(.000)

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

Appendix Table 3 continued.

	Internet news blogs					***Podcasts***				
	Not at all	*Not too much*	*Some*	*A lot*	*Significance*	*Not at all*	*Not too much*	*Some*	*A lot*	*Significance*
					Percentages					
Total	53	31	14	2		45	29	22	3	
Community Size		(n = 1392)					(n = 1377)			
Less than 500	54	28	14	4		49	27	18	6	
500 - 999	48	39	14	0		49	29	21	2	
1,000 - 4,999	55	29	16	0.3		43	31	24	2	
5,000 - 9,999	56	31	12	1	$\chi^2 = 24.45$*	50	31	18	1	$\chi^2 = 24.25$*
10,000 and up	53	33	12	2	(.018)	41	30	25	4	(.019)
Region		(n = 1423)					(n = 1402)			
Panhandle	60	26	14	0		53	26	20	2	
North Central	62	23	15	0		55	20	18	7	
South Central	49	33	16	2		42	31	24	3	
Northeast	52	34	12	3	$\chi^2 = 25.75$*	43	31	22	4	$\chi^2 = 32.33$*
Southeast	54	32	13	1	(.012)	46	33	21	1	(.001)
Individual Attributes:										
Household Income Level		(n = 1319)					(n = 1304)			
Under $40,000	57	25	15	4		57	25	14	3	
$40,000 - $74,999	49	36	14	2		36	37	24	4	
$75,000 - $99,999	62	26	12	1	$\chi^2 = 31.87$*	53	25	22	1	$\chi^2 = 56.18$*
$100,000 and over	47	37	16	1	(.000)	38	30	28	4	(.000)
Age		(n = 1427)					(n = 1409)			
19 - 29	60	27	9	3		40	31	22	6	
30 - 39	50	37	13	0		36	34	28	3	
40 - 49	51	28	19	2		48	25	22	5	
50 - 64	51	32	16	2	$\chi^2 = 31.12$*	43	29	25	3	$\chi^2 = 50.58$*
65 and older	56	32	12	1	(.002)	57	29	13	1	(.000)
Gender		(n = 1408)					(n = 1392)			
Male	56	28	13	3	$\chi^2 = 17.88$*	48	28	19	5	$\chi^2 = 21.81$*
Female	51	33	15	1	(.000)	43	31	25	2	(.000)
Education		(n = 1391)					(n = 1375)			
High school diploma or less	50	32	13	6		49	28	17	6	
Some college	55	27	17	1	$\chi^2 = 47.42$*	46	28	22	4	$\chi^2 = 15.87$*
Bachelors or grad degree	53	35	12	0.2	(.000)	42	31	25	2	(.014)
Marital Status		(n = 1386)					(n = 1368)			
Married	53	33	13	1		44	30	23	3	
Never married	52	23	19	6		42	25	28	5	
Divorced/separated	53	27	19	2	$\chi^2 = 41.08$*	47	30	15	8	$\chi^2 = 33.33$*
Widowed	62	29	9	1	(.000)	61	27	10	1	(.000)
Occupation		(n = 1091)					(n = 1081)			
Mgt, prof or education	43	44	13	1		36	33	27	4	
Sales or office support	68	22	8	2		51	23	24	2	
Constrn, inst or maint	61	21	17	1		61	21	16	1	
Prodn/trans/warehsing	49	29	19	2		32	48	15	5	
Agriculture	57	33	11	0		48	31	19	2	
Food serv/pers. care	37	25	25	12		31	25	32	12	
Hlthcare supp/safety	62	25	13	0	$\chi^2 = 120.50$*	46	27	26	1	$\chi^2 = 69.71$*
Other	48	30	17	4	(.000)	52	35	9	4	(.000)

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

Appendix Table 4. *Trust in Information Sources on Coronavirus by Community Size, Region and Individual Attributes*

	The World Health Organization (WHO)					***The US Centers for Disease Control (CDC)***				
	Not at all	*Not too much*	*Some*	*A lot*	*Significance*	*Not at all*	*Not too much*	*Some*	*A lot*	*Significance*
						Percentages				
Total	33	23	33	12		26	22	33	20	
Community Size		(n = 1428)					(n = 1432)			
Less than 500	46	24	23	8		38	25	25	12	
500 - 999	27	24	39	11		24	18	41	17	
1,000 - 4,999	34	26	31	10		27	24	27	22	
5,000 - 9,999	31	19	37	13	$\chi^2 = 50.39$*	25	18	35	22	$\chi^2 = 63.30$*
10,000 and up	26	21	37	16	(.000)	17	23	37	23	(.000)
Region		(n = 1456)					(n = 1466)			
Panhandle	39	26	22	12		30	26	26	19	
North Central	41	27	26	6		33	23	33	11	
South Central	27	25	36	13		19	23	35	22	
Northeast	34	17	35	14	$\chi^2 = 36.65$*	28	18	32	23	$\chi^2 = 34.71$*
Southeast	33	24	33	10	(.000)	24	26	34	17	(.001)
Individual Attributes:										
Household Income Level		(n = 1350)					(n = 1352)			
Under $40,000	31	21	34	14		22	21	35	23	
$40,000 - $74,999	32	20	39	10		25	19	38	18	
$75,000 - $99,999	31	33	23	13	$\chi^2 = 29.38$*	26	30	25	18	$\chi^2 = 23.28$*
$100,000 and over	35	21	32	12	(.001)	27	21	30	22	(.006)
Age		(n = 1465)					(n = 1471)			
19 - 29	30	27	36	6		27	24	27	21	
30 - 39	24	24	33	18		19	25	32	24	
40 - 49	35	21	32	11		29	19	35	17	
50 - 64	39	20	31	10	$\chi^2 = 33.06$*	30	21	33	16	$\chi^2 = 24.28$*
65 and older	32	23	32	13	(.001)	21	23	34	22	(.019)
Gender		(n = 1443)					(n = 1452)			
Male	39	23	27	11	$\chi^2 = 28.18$*	30	24	28	18	$\chi^2 = 20.06$*
Female	27	23	37	13	(.000)	22	21	36	22	(.000)
Education		(n = 1425)					(n = 1435)			
High school diploma or less	37	26	29	8		28	29	29	14	
Some college	38	22	31	10	$\chi^2 = 26.96$*	28	23	35	15	$\chi^2 = 46.17$*
Bachelors or grad degree	26	23	36	15	(.000)	22	19	32	28	(.000)
Marital Status		(n = 1420)					(n = 1427)			
Married	35	24	31	10		27	22	33	18	
Never married	26	19	37	17		21	22	30	27	
Divorced/separated	34	17	33	16	$\chi^2 = 19.78$*	25	20	33	23	$\chi^2 = 13.34$
Widowed	30	20	37	13	(.019)	21	22	38	20	(.148)
Occupation		(n = 1109)					(n = 1107)			
Mgt, prof or education	20	23	38	19		16	19	36	29	
Sales or office support	43	25	24	8		33	23	26	18	
Constrn, inst or maint	35	27	32	7		24	26	31	18	
Prodn/trans/warehsing	48	10	30	12		27	29	34	10	
Agriculture	49	29	19	3		43	29	22	6	
Food serv/pers. care	21	19	52	8		19	15	55	10	
Hlthcare supp/safety	27	22	41	10	$\chi^2 = 123.59$*	22	20	35	23	$\chi^2 = 110.82$*
Other	17	48	30	4	(.000)	17	48	22	13	(.000)

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

Appendix Table 4 continued.

	State government officials					***State public health officials***				
	Not at all	*Not too much*	*Some*	*A lot*	*Significance*	*Not at all*	*Not too much*	*Some*	*A lot*	*Significance*
						Percentages				
Total	18	29	45	8		16	24	49	11	
Community Size		(n = 1430)					(n = 1433)			
Less than 500	24	31	38	7		22	27	43	8	
500 - 999	10	27	51	13		11	24	56	10	
1,000 - 4,999	19	27	46	8		19	22	45	14	
5,000 - 9,999	20	25	48	7	$\chi^2 = 26.11$*	13	20	57	10	$\chi^2 = 32.39$*
10,000 and up	16	32	45	7	(.010)	12	25	50	12	(.001)
Region		(n = 1462)					(n = 1464)			
Panhandle	14	23	53	10		11	24	51	14	
North Central	23	22	45	10		22	22	44	11	
South Central	15	36	42	7		13	27	48	12	
Northeast	17	29	50	5	$\chi^2 = 39.05$*	15	23	53	9	$\chi^2 = 21.38$*
Southeast	23	25	41	11	(.000)	18	20	47	15	(.045)
Individual Attributes:										
Household Income Level		(n = 1351)					(n = 1354)			
Under $40,000	17	34	40	9		15	26	48	12	
$40,000 - $74,999	16	30	47	6		16	24	50	10	
$75,000 - $99,999	23	31	41	6	$\chi^2 = 20.73$*	21	28	42	10	$\chi^2 = 13.61$
$100,000 and over	19	23	50	9	(.014)	14	21	52	13	(.137)
Age		(n = 1465)					(n = 1471)			
19 - 29	27	33	33	6		24	24	45	6	
30 - 39	23	39	33	5		17	28	43	13	
40 - 49	18	26	51	6		16	27	46	11	
50 - 64	18	25	50	7	$\chi^2 = 73.51$*	16	21	53	10	$\chi^2 = 47.01$*
65 and older	10	26	52	12	(.000)	10	20	54	17	(.000)
Gender		(n = 1447)					(n = 1452)			
Male	20	29	44	7	$\chi^2 = 1.82$	17	26	46	11	$\chi^2 = 7.19$
Female	17	29	46	8	(.611)	15	21	52	12	(.066)
Education		(n = 1429)					(n = 1435)			
High school diploma or less	19	28	43	9		19	26	45	11	
Some college	18	29	46	7	$\chi^2 = 2.52$	17	26	48	9	$\chi^2 = 13.03$*
Bachelors or grad degree	18	30	45	7	(.866)	14	21	51	14	(.042)
Marital Status		(n = 1421)					(n = 1428)			
Married	20	27	46	8		17	23	49	11	
Never married	16	41	42	2		12	32	51	6	
Divorced/separated	15	25	47	13	$\chi^2 = 31.44$*	14	17	50	19	$\chi^2 = 29.01$*
Widowed	16	22	53	9	(.000)	14	17	54	16	(.001)
Occupation		(n = 1110)					(n = 1113)			
Mgt, prof or education	15	33	45	7		12	23	51	13	
Sales or office support	23	17	49	10		23	16	42	19	
Constrn, inst or maint	14	28	46	13		11	27	53	10	
Prodn/trans/warehsing	10	41	47	2		13	40	41	7	
Agriculture	25	33	40	3		27	27	42	4	
Food serv/pers. care	22	36	40	2		18	30	51	2	
Hlthcare supp/safety	22	31	42	5	$\chi^2 = 57.15$*	16	22	56	6	$\chi^2 = 82.63$*
Other	39	26	22	13	(.000)	4	52	26	17	(.000)

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

Appendix Table 4 continued.

	Local government officials					***Your local health department***				
	Not at all	*Not too much*	*Some*	*A lot*	*Significance*	*Not at all*	*Not too much*	*Some*	*A lot*	*Significance*
						Percentages				
Total	18	28	46	8		13	20	49	19	
Community Size		(n = 1429)					(n = 1435)			
Less than 500	22	23	47	8		18	19	51	13	
500 - 999	9	28	55	8		9	16	59	16	
1,000 - 4,999	19	25	47	10		15	17	45	24	
5,000 - 9,999	16	30	47	7	$\chi^2 = 26.51$*	10	20	49	21	$\chi^2 = 37.73$*
10,000 and up	17	34	42	8	(.009)	10	25	46	19	(.000)
Region		(n = 1461)					(n = 1469)			
Panhandle	12	31	47	11		10	24	43	24	
North Central	19	25	44	12		15	20	47	18	
South Central	15	32	46	7		9	23	49	19	
Northeast	17	29	47	7	$\chi^2 = 21.98$*	13	17	51	19	$\chi^2 = 16.81$
Southeast	22	21	48	10	(.038)	16	17	49	19	(.157)
Individual Attributes:										
Household Income Level		(n = 1350)					(n = 1358)			
Under $40,000	15	32	44	9		10	22	49	19	
$40,000 - $74,999	18	29	44	9		13	18	51	18	
$75,000 - $99,999	19	34	41	6	$\chi^2 = 19.19$*	16	22	47	15	$\chi^2 = 13.76$
$100,000 and over	18	21	52	9	(.024)	13	19	45	24	(.131)
Age		(n = 1468)					(n = 1471)			
19 - 29	27	33	36	3		21	21	45	12	
30 - 39	22	34	38	6		12	23	49	16	
40 - 49	17	30	48	5		12	25	44	19	
50 - 64	16	24	50	9	$\chi^2 = 79.73$*	15	16	52	18	$\chi^2 = 60.52$*
65 and older	10	23	52	15	(.000)	6	16	52	27	(.000)
Gender		(n = 1447)					(n = 1453)			
Male	20	27	45	8	$\chi^2 = 5.61$	15	22	45	18	$\chi^2 = 9.90$*
Female	16	29	47	9	(.132)	11	18	51	20	(.019)
Education		(n = 1430)					(n = 1435)			
High school diploma or less	18	28	43	11		14	20	46	20	
Some college	17	29	48	7	$\chi^2 = 6.27$	14	20	50	15	$\chi^2 = 12.25$
Bachelors or grad degree	19	28	45	8	(.394)	10	20	48	22	(.057)
Marital Status		(n = 1425)					(n = 1430)			
Married	19	25	48	8		13	18	51	18	
Never married	11	43	42	3		12	26	40	22	
Divorced/separated	17	25	43	15	$\chi^2 = 46.91$*	13	17	47	23	$\chi^2 = 14.99$
Widowed	16	20	53	12	(.000)	8	17	54	22	(.091)
Occupation		(n = 1108)					(n = 1113)			
Mgt, prof or education	14	32	47	7		8	20	51	22	
Sales or office support	24	17	48	11		23	15	38	25	
Constrn, inst or maint	18	22	55	5		10	16	55	19	
Prodn/trans/warehsing	11	36	51	2		12	32	44	12	
Agriculture	19	35	40	6		17	24	47	12	
Food serv/pers. care	21	36	40	3		15	25	54	6	
Hlthcare supp/safety	25	34	37	5	$\chi^2 = 54.66$*	15	22	52	12	$\chi^2 = 64.70$*
Other	9	57	22	13	(.000)	9	46	32	14	(.000)

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

Appendix Table 4 continued.

	Your doctor or other health care professional				
	Not at all	*Not too much*	*Some*	*A lot*	*Significance*
			Percentages		
Total	7	8	42	43	
Community Size		(n = 1432)			
Less than 500	10	5	47	37	
500 - 999	4	5	53	38	
1,000 - 4,999	8	11	34	48	
5,000 - 9,999	10	7	42	41	$\chi^2 = 38.21$*
10,000 and up	5	9	42	44	(.000)
Region		(n = 1465)			
Panhandle	4	13	46	37	
North Central	10	3	44	43	
South Central	3	12	39	46	
Northeast	8	5	46	41	$\chi^2 = 53.21$*
Southeast	12	9	38	42	(.000)
Individual Attributes:					
Household Income Level		(n = 1353)			
Under $40,000	7	8	44	41	
$40,000 - $74,999	8	10	42	40	
$75,000 - $99,999	11	10	47	32	$\chi^2 = 31.37$*
$100,000 and over	4	6	38	52	(.000)
Age		(n = 1472)			
19 - 29	18	12	30	39	
30 - 39	8	13	49	31	
40 - 49	5	5	49	41	
50 - 64	5	8	47	40	$\chi^2 = 120.46$*
65 and older	3	6	33	58	(.000)
Gender		(n = 1451)			
Male	9	10	41	41	$\chi^2 = 10.75$*
Female	6	7	43	44	(.013)
Education		(n = 1435)			
High school diploma or less	11	14	37	38	
Some college	7	9	47	38	$\chi^2 = 43.57$*
Bachelors or grad degree	6	6	38	50	(.000)
Marital Status		(n = 1429)			
Married	7	7	41	45	
Never married	8	13	47	33	
Divorced/separated	9	8	43	41	$\chi^2 = 18.04$*
Widowed	4	6	40	50	(.035)
Occupation		(n = 1109)			
Mgt, prof or education	4	6	42	49	
Sales or office support	9	7	43	41	
Constrn, inst or maint	2	14	45	39	
Prodn/trans/warehsing	3	8	57	32	
Agriculture	9	17	44	31	
Food serv/pers. care	15	5	63	18	
Hlthcare supp/safety	12	11	35	42	$\chi^2 = 81.50$*
Other	4	0	39	57	(.000)

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

Appendix Table 5. *Perceptions of Primary Authority for Public Health Decisions During Public Health Emergency by Community Size, Region and Individual Attributes*

	In your view, which of the following should be the primary authority for public health decisions – like implementing directed health measures – during a public health emergency?					
	Local health departments	*Local government*	*State health departments*	*State government*	*Other*	*Chi-square (sig.)*
			Percentages			
Total	39	8	35	8	11	
Community Size			(n = 1404)			
Less than 500	43	13	33	5	6	
500 - 999	39	11	33	4	13	
1,000 - 4,999	39	4	39	9	9	
5,000 - 9,999	31	11	34	14	11	$\chi^2 = 54.16$*
10,000 and up	37	7	34	7	15	(.000)
Region			(n = 1436)			
Panhandle	37	15	28	7	13	
North Central	37	15	31	8	9	
South Central	40	8	32	7	12	
Northeast	32	6	41	9	12	$\chi^2 = 48.36$*
Southeast	47	5	35	5	8	(.000)
Income Level			(n = 1332)			
Under $40,000	36	5	41	7	12	
$40,000 - $74,999	38	5	38	8	10	
$75,000 - $99,999	40	11	38	5	7	$\chi^2 = 39.94$*
$100,000 and over	39	11	26	10	13	(.000)
Age			(n = 1442)			
19 – 29	36	0	36	9	18	
30 – 39	37	15	31	6	11	
40 – 49	40	9	31	7	12	
50 – 64	38	11	34	8	9	$\chi^2 = 67.53$*
65 and older	41	5	41	7	6	(.000)
Gender			(n = 1431)			
Male	34	8	34	10	15	$\chi^2 = 38.28$*
Female	43	8	36	5	7	(.000)
Marital Status			(n = 1409)			
Married	41	9	33	8	9	
Never married	32	4	42	7	15	
Divorced/separated	32	12	38	9	11	$\chi^2 = 28.42$*
Widowed	41	3	41	4	10	(.005)
Education			(n = 1403)			
H.S. diploma or less	39	7	37	5	12	
Some college	38	9	35	7	11	$\chi^2 = 4.32$
Bachelors degree	38	8	35	9	11	(.827)
Occupation			(n = 1107)			
Mgt, prof or education	41	10	35	6	9	
Sales or office support	39	10	29	15	9	
Constrn, inst or maint	27	9	36	22	7	
Prodn/trans/warehsing	27	8	42	2	21	
Agriculture	33	11	36	6	15	
Food serv/pers. care	29	2	46	5	19	
Hlthcare supp/safety	52	9	31	4	5	$\chi^2 = 136.90$*
Other	14	14	23	0	50	(.000)

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

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