



# NEBRASKA RURAL POLL

## A Research Report

### **Perceptions of the Economy and Employment in Nonmetropolitan Nebraska**

*2022 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

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According to [the Federal Reserve Bank of Kansas City](#), economic growth in Nebraska became steady in early 2022. However, high inflation impacting household budgets and businesses presents some concern about future economic conditions. Given all this, what do rural Nebraskans expect will happen in the economy in the next 12 months? What employment decisions are they currently making? How important are various workplace characteristics for them and are they present in their current situation? This paper provides a detailed analysis of these questions.

This report details 1,105 responses to the 2022 Nebraska Rural Poll, the 27<sup>th</sup> annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about the economy and their employment. Comparisons are made among different respondent subgroups, that is, comparisons by age, occupation, region, etc. Based on these analyses, some key findings emerged:

- **Most rural Nebraskans believe most of the listed economic items will become worse or much worse over the next 12 months when asked in May and June. Almost nine in ten think the following will become worse: inflation (87%), gasoline or diesel fuel prices (87%), grocery prices (86%), and interest rates (85%).** In fact, at least four in ten rural Nebraskans believe the following items will become much worse in the next 12 months: gasoline or diesel fuel prices (47%), inflation (44%), grocery prices (43%), and healthcare costs (40%). The two items that had less than one-half believing they would become worse or much worse during the next year include your personal financial situation (43%) and your personal job prospects (22%).
  - ✓ *Residents of the North Central region are more likely than persons living in other regions of the state to believe economic growth will become worse during the next year.* Over seven in ten residents of the North Central region (72%) think economic growth will become worse, compared to six in ten residents of both the Panhandle and Northeast regions.
  - ✓ *Persons living in or near mid-sized communities are more likely than persons living in or near smaller or larger communities to believe housing costs will become worse during the next year.* Over eight in ten persons living in or near communities with populations ranging from 500 to 4,999 think housing costs will become worse, compared to approximately three-quarters of the residents living in or near communities of different sizes.
  - ✓ *Persons with the lowest household incomes are more likely than persons with higher incomes to believe their personal financial situation will become worse during the next year.* Over six in ten persons with household incomes under \$40,000 think their personal financial situation will become worse, compared to just over one-quarter of persons with the highest household incomes.
- **Few rural Nebraskans are currently making or considering employment changes.** Approximately three in 20 rural Nebraskans are actively seeking a better paying job (16%), actively looking to change jobs (15%), actively planning to retire or leave the workforce (15%), planning to retire early (14%), or actively seeking a job with flexible work arrangements (14%). Just over one in ten are

actively planning to start their own business or self-employment activity (12%). Less than one in ten are actively seeking a job with less hours (6%) or actively seeking a job with more hours (4%).

✓ *Persons between the ages of 30 and 39 are the age group most likely to be actively seeking a job with flexible work arrangements.* Just over one-quarter of this age group (26%) are seeking flexible work arrangements, compared to approximately one in ten persons age 50 and older.

✓ *Younger persons are more likely than older persons to be actively seeking a better paying job, actively seeking a job with more hours, and actively looking to change jobs.* Almost three in ten persons under the age of 40 are actively seeking a better paying job. Just over one-quarter of persons age 19 to 29 are actively looking to change jobs.

- ***Employment characteristics valued most by rural Nebraskans focus on feeling valued, the type of work, safety, autonomy, and opportunities to advance or improve.*** Most rural Nebraskans rate the following employment characteristics as very important: values your work (82%), focuses on safety in the workplace (73%), gives you meaningful work (72%), gives you opportunities to advance your career (60%), has a sense of belonging among employees (59%), gives control over the tasks you do (54%), and offers professional development or career training (51%).

✓ *The youngest respondents are more likely than older respondents to rate the following as very important: gives opportunities to advance your career, values your work, gives you flexibility in your work hours, offers professional development or career training, and commitment to the same values I have.* Just over nine in ten persons age 19 to 29 rate values your work as very important, compared to just over two-thirds (68%) of persons age 65 and older.

- ***The characteristics most valued by rural Nebraskans are also done by their current employer.*** Most rural Nebraskans say their current employer does the following: focuses on safety in the workplace (71%), gives control over the tasks you do (62%), values your work (62%), gives you meaningful work (60%), and gives opportunities to advance your career (51%).

✓ *Professional development is most likely to be given to persons with management, professional or education occupations.* Just over six in ten persons with these types of occupations are offered professional development, compared to 15 percent of persons with production, transportation, or warehousing occupations.

## Introduction

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According to [the Federal Reserve Bank of Kansas City](#), economic growth in Nebraska became steady in early 2022. However, high inflation impacting household budgets and businesses presents some concern about future economic conditions. Given all this, what do rural Nebraskans expect will happen in the economy in the next 12 months? What employment decisions are they currently making? How important are various workplace characteristics for them and are they present in their current situation? This paper provides a detailed analysis of these questions.

This report details 1,105 responses to the 2022 Nebraska Rural Poll, the 27<sup>th</sup> annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about the economy and their employment.

### *Methodology and Respondent Profile*

This study is based on 1,105 responses from Nebraskans living in 86 counties in the state.<sup>1</sup> A self-administered questionnaire was mailed in May and June to 6,102 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, natural resources, and the economy and employment. This paper reports only results from the economy and employment section.

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<sup>1</sup> In the spring of 2013, the Grand Island area (Hall, Hamilton, Howard and Merrick Counties) was designated a metropolitan area. To facilitate comparisons from previous years, these four counties are still included in our sample. In addition, the Sioux City area metropolitan counties of Dixon and Dakota were added in 2014 because of a joint

An 18% 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 two weeks later.
3. A reminder postcard was sent to those who had not yet responded approximately two weeks after the questionnaire had been sent.
4. Those who had not yet responded within approximately 30 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 three percent.

Since younger residents have typically been

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.

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-six percent are married (Appendix Table 1) and 71 percent live within the city limits of a town or village. On average, respondents have lived in Nebraska 42 years and have lived in their current community 25 years. Fifty-six percent are living in or near towns or villages with populations less than 5,000. Ninety-eight percent have attained at least a high school diploma.

Twenty-one percent of the respondents report their 2021 approximate household income from all sources, before taxes, as below \$40,000. Sixty-three percent report incomes over \$60,000. Seventy-seven percent were employed in 2021 on a full-time, part-time, or seasonal basis.

Nineteen percent are retired. Thirty-eight percent of those employed reported working in a management, professional, or education occupation. Twelve percent indicated they were employed in agriculture.

## **Economic Expectations**

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What expectations do rural Nebraskans have of the economy in the next year? They were asked, “Compared to the current situation, over the next 12 months, what do you think will happen with each of the following?” Given a list of 11 items, respondents indicated what they think will happen with each. The response options ranged from much worse to much better. They were also given the option of answering don’t know.

Most rural Nebraskans believe the majority of the listed economic items will become worse or much worse over the next 12 months when asked in May and June. Almost nine in ten think the following will become worse: inflation (87%), gasoline or diesel fuel prices (87%), grocery prices (86%), and interest rates (85%) (Figure 1). In fact, at least four in ten rural Nebraskans believe the following items will become much worse in the next 12 months: gasoline or diesel fuel prices (47%), inflation (44%), grocery prices (43%) and healthcare costs (40%). The two items that had less than one-half believing they would become worse or much worse during the next year include your personal financial situation (43%) and your personal job prospects (22%).

These economic expectations are examined by community size, region and various individual attributes (Appendix Table 2). Many differences emerge.

Persons with lower household incomes are more likely than persons with higher incomes to believe inflation will be worse over the next year. Almost nine in ten persons with household incomes under \$75,000 think inflation will become worse, compared to 83 percent of persons with incomes over \$100,000.

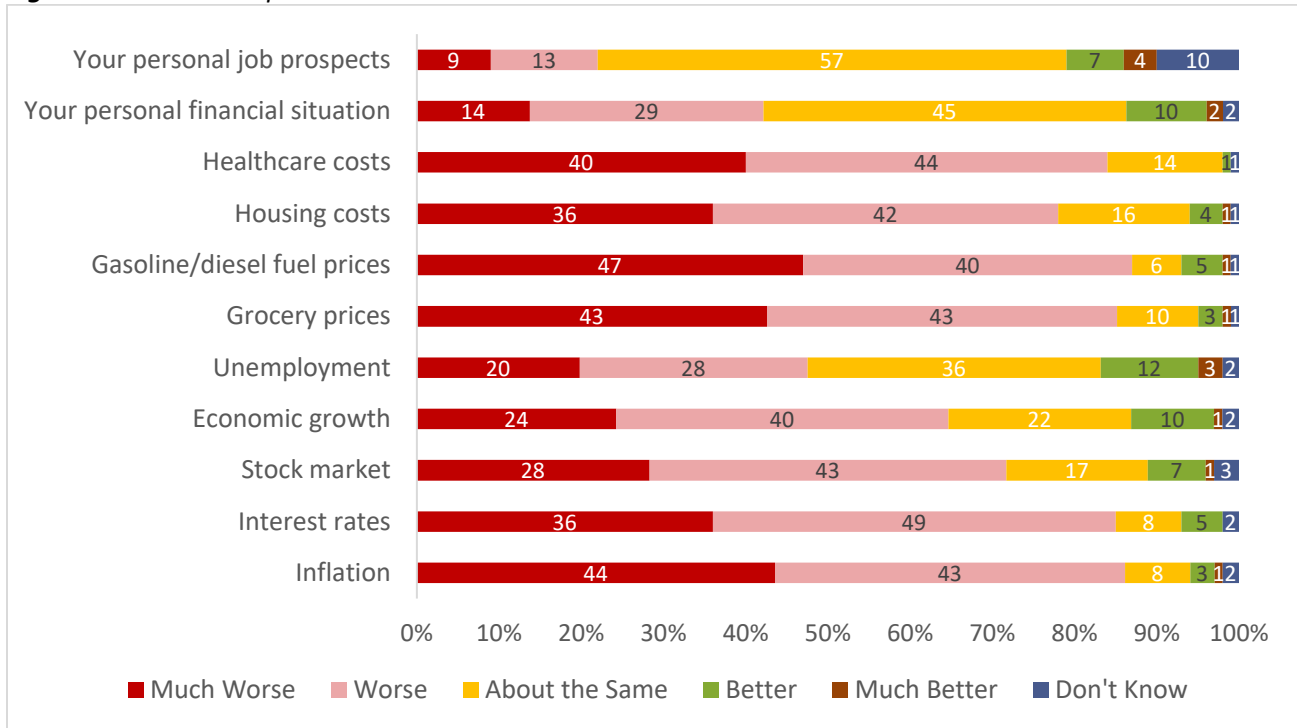
Other groups most likely to believe inflation will become worse over the next year include: younger persons, persons with some college education (but less than a four-year degree), and persons who have never married.

Married persons are more likely than other marital groups to think interest rates will become worse over the next year. Almost nine in ten married persons (88%) believe interest rates will become worse, compared to two-thirds (67%) of widowed persons.

Other groups most likely to believe interest



**Figure 1. Economic Expectations in Next 12 Months**



rates will become worse include persons with the highest household incomes and younger persons.

Younger persons are more likely than older persons to believe the stock market will become worse during the next year. Almost nine in ten persons age 19 to 29 (87%) believe the stock market will become worse, compared to just over one-half (56%) of persons age 65 and older.

Persons with less than a four-year degree are the education group most likely to think the stock market will become worse. When comparing responses by marital status, the widowed persons are the group *least* likely to believe the stock market will become worse during the next year.

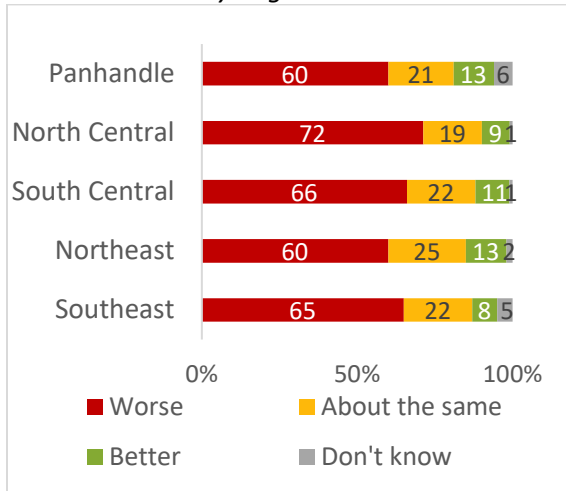
Residents of the North Central region (see Appendix Figure 1 for the counties included in each region) are more likely than persons living

in other regions of the state to believe economic growth will become worse during the next year. Over seven in ten residents of the North Central region (72%) think economic growth will become worse, compared to six in ten residents of both the Panhandle and Northeast regions (Figure 2).

Other groups most likely to believe economic growth will become worse include: persons living in or near communities with populations ranging from 500 to 999, persons with lower household incomes, younger persons, persons with some college education (but less than a four-year degree), married persons, persons who are divorced or separated, and persons with sales or office support occupations.

Persons living in or near the smallest communities are more likely than persons living in or near larger communities to believe that unemployment will become worse during the next year. Just over one-half (53%) of persons

**Figure 2. Expectations about Economic Growth in the Next Year by Region**



living in or near communities with populations under 500 think unemployment will become worse, compared to just over four in ten persons living in or near communities with populations ranging from 500 to 999.

Panhandle residents are more likely than residents of other regions of the state to think unemployment will become worse. Over one-half (56%) of Panhandle residents believe unemployment will become worse, compared to just over four in ten persons living in the Northeast region (42%).

Other groups most likely to believe unemployment will become worse in the next year include: persons with the lowest household incomes, younger persons, persons with some college education (but less than a four-year degree), and persons with production, transportation or warehousing occupations.

Residents of both the Panhandle and North Central regions are more likely than residents of other regions of the state to believe grocery prices will become worse in the next year. At least nine in ten residents of these two regions believe grocery prices will become worse,

compared to just over eight in ten residents of the Northeast region.

Other groups most likely to think grocery prices will become worse include: persons with the lowest household incomes, persons with lower education levels, persons with healthcare support or public safety occupations, and persons with construction, installation or maintenance occupations.

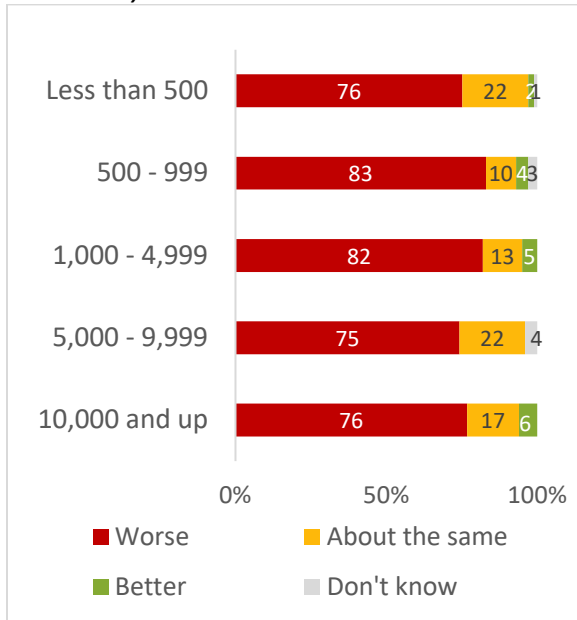
The groups most likely to believe gasoline or diesel fuel prices will become worse during the next year include: residents of both the Panhandle and North Central regions, persons with the lowest household incomes, persons with lower education levels, married persons, persons who are divorced or separated, and persons with construction, installation or maintenance occupations.

Persons living in or near mid-sized communities are more likely than persons living in or near smaller or larger communities to believe housing costs will become worse during the next year. Over eight in ten persons living in or near communities with populations ranging from 500 to 4,999 think housing costs will become worse, compared to approximately three-quarters of the residents living in or near communities of different sizes (Figure 3).

The other groups most likely to believe housing costs will become worse include: residents of the North Central region, persons with the lowest household incomes, and persons with lower education levels.

Persons living in or near the smallest communities are more likely than persons living in or near larger communities to believe healthcare costs will become worse in the next year. Approximately nine in ten persons living in or near communities with populations under

**Figure 3. Expectations of Housing Costs by Community Size**



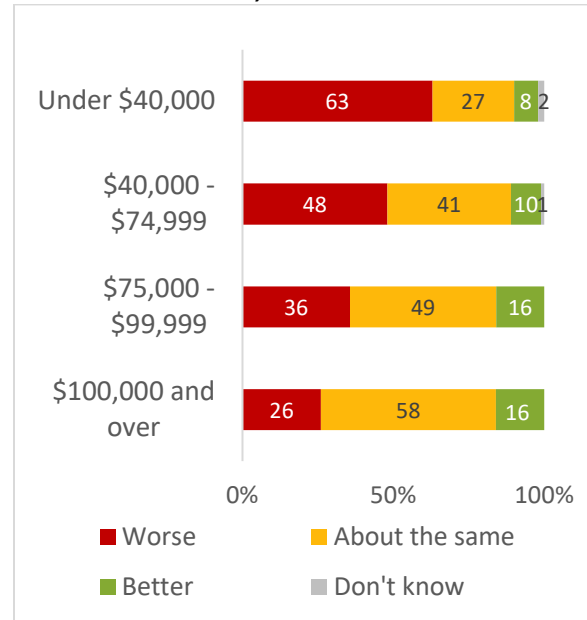
1,000 think healthcare costs will become worse, compared to approximately eight in ten persons living in or near larger communities.

Other groups most likely to believe healthcare costs will become worse include: males, married persons, widowed persons, and persons with construction, installation or maintenance occupations.

Persons with the lowest household incomes are more likely than persons with higher incomes to believe their personal financial situation will become worse during the next year. Over six in ten persons with household incomes under \$40,000 think their personal financial situation will become worse, compared to just over one-quarter of persons with the highest household incomes (Figure 4).

Other groups most likely to believe their personal financial situation will become worse include: persons living in or near smaller

**Figure 4. Expectations of Your Personal Financial Situation by Household Income**



communities, persons age 50 to 64, persons with lower education levels, persons who are divorced or separated, and persons with production, transportation or warehousing occupations.

Persons living in the North Central region are more likely than persons living in other regions of the state to think their personal job prospects will become worse during the next year. Approximately one-third of the residents of this region think their job prospects will become worse, compared to 17 percent of persons living in the Northeast region.

Other groups most likely to think their personal job prospects will become worse include: persons living in or near the smallest communities, persons with the lowest household incomes, persons with lower education levels, persons who have never married, persons who are divorced or separated, and persons with sales or office support occupations.

## Employment Changes

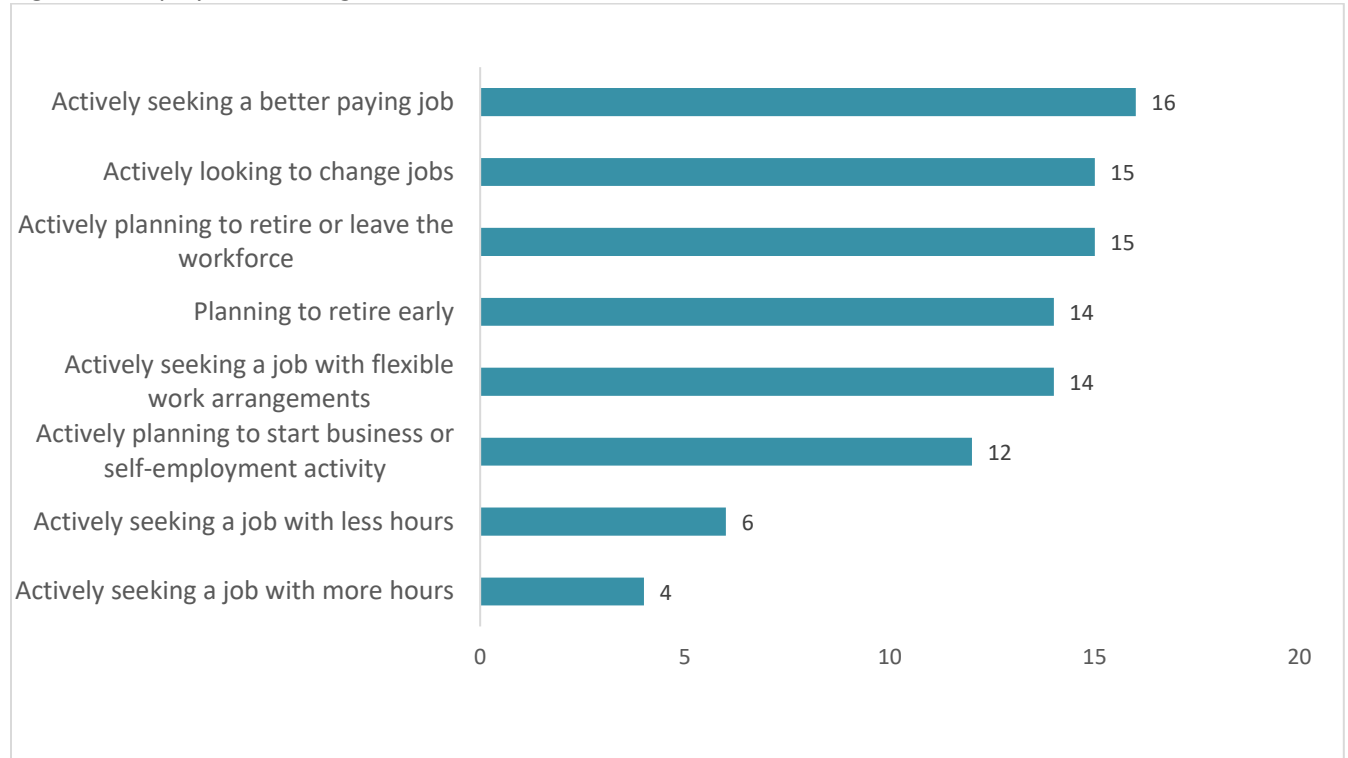
Next, respondents were asked if they are currently making various employment changes or decisions. Few rural Nebraskans are currently making or considering employment changes. Approximately three in 20 rural Nebraskans are actively seeking a better paying job (16%), actively looking to change jobs (15%), actively planning to retire or leave the workforce (15%), planning to retire early (14%) or actively seeking a job with flexible work arrangements (14%) (Figure 5). Just over one in ten are actively planning to start their own business or self-employment activity (12%). Less than one in ten are actively seeking a job with less hours (6%) or actively seeking a job with more hours (4%).

These employment changes are examined by community size, region and various individual attributes (Appendix Table 3). Some notable differences are detected.

Residents of the South Central region are *less* likely than persons living in other regions of the state to be actively looking to change jobs. Nine percent of South Central residents are actively looking to change jobs, compared to approximately two in ten residents of the other regions.

Persons living in the North Central region are more likely than persons living in other regions of the state to be planning to retire early. Just over one-quarter (26%) of North Central residents are planning to retire early, compared to one in ten residents of the South Central region.

**Figure 5. Employment Changes or Decisions**



Persons living in the Southeast region are the regional group most likely to be actively seeking a job with flexible work arrangements. Two in ten Southeast residents are seeking flexible work arrangements, compared to nine percent of residents of the Northeast region.

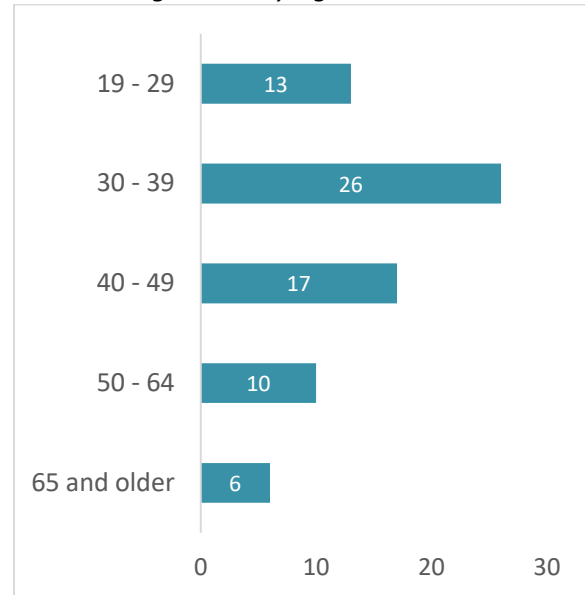
Persons with mid-range household incomes are more likely than persons with both the lowest and highest incomes to be actively planning to change jobs. Persons with the highest household incomes are more likely than persons with lower incomes to be planning to retire early. Just over two in ten persons with household incomes of \$100,000 or more are planning to retire early, compared to just over one in ten persons with incomes under \$75,000.

Younger persons are more likely than older persons to be actively seeking a better paying job, actively seeking a job with more hours, and actively looking to change jobs. Almost three in ten persons under the age of 40 are actively seeking a better paying job. Just over one-quarter of persons age 19 to 29 are actively looking to change jobs. Older persons are more likely than younger persons to be actively planning to retire or leave the workforce and planning to retire early.

Persons between the ages of 30 and 39 are the age group most likely to be planning to start their own business or self-employment activity and to be actively seeking a job with flexible work arrangements. Just over one-quarter of this age group (26%) are seeking flexible work arrangements, compared to approximately one in ten persons age 50 and older (Figure 6).

A couple differences are detected by gender. Males are more likely than females to be planning to retire early. However, females are more likely than males to be actively seeking a job with flexible work arrangements.

**Figure 6. Actively Seeking a Job with Flexible Work Arrangements by Age**



Many differences are detected by marital status. Persons who have never married are the group most likely to be actively seeking a better paying job and actively seeking a job with more hours. Persons who are divorced or separated join them as most likely to be actively looking to change jobs, actively planning to start their own business or self-employment activity, and actively seeking a job with flexible work arrangements. The widowed persons are the group most likely to be actively planning to retire or leave the workforce.

Persons with lower education levels are more likely than persons with more education to be actively seeking a job with more hours. Persons with both the highest and lowest education levels are the groups most likely to be planning to retire early.

A few differences are detected by occupation. Persons with food service or personal care occupations are the occupation group most likely to be actively seeking a job with more

hours, actively planning to start their own business or self-employment activity, and actively seeking a job with flexible work arrangements. Almost four in ten persons with these types of occupations are actively seeking a job with flexible work arrangements.

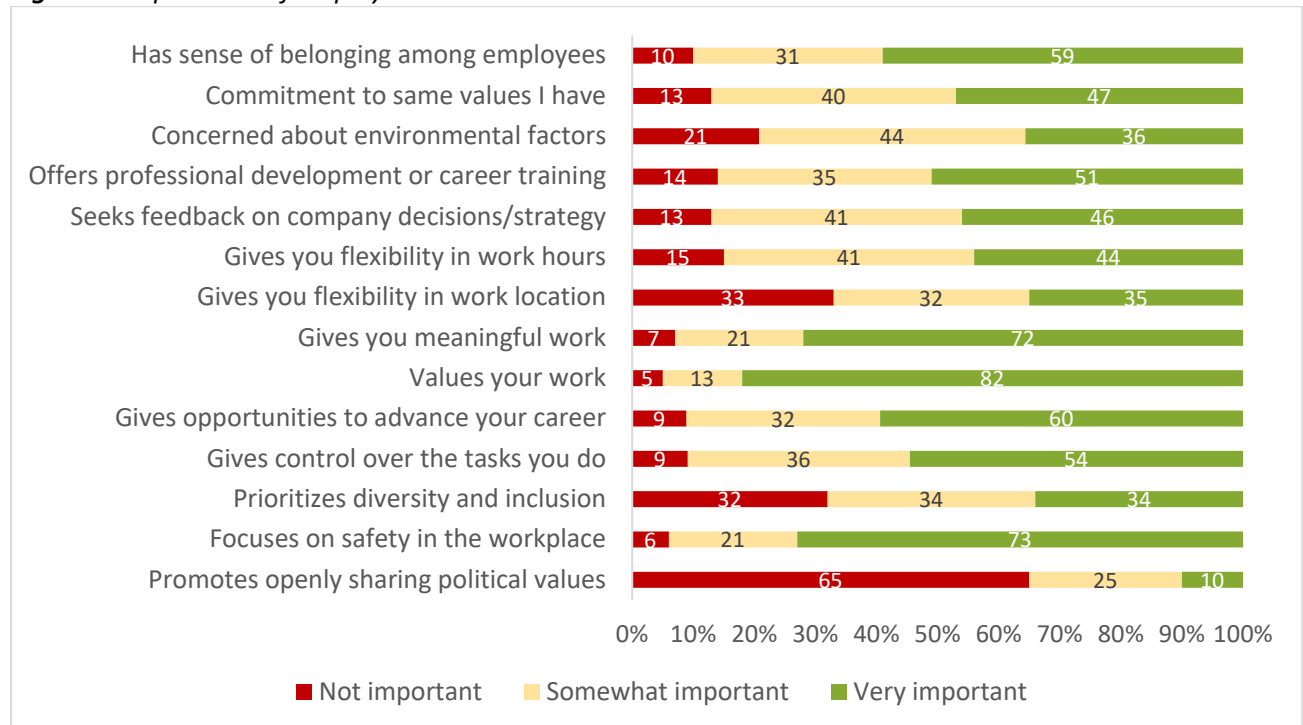
## Importance of Employment Characteristics

Respondents were next asked how important it is to work at an organization or company that has various characteristics. Employment characteristics valued most by rural Nebraskans focus on feeling valued, the type of work, safety, autonomy, and opportunities to advance or improve. Most rural Nebraskans rate the following characteristics as very important: values your work (82%), focuses on safety in the

workplace (73%), gives you meaningful work (72%), gives you opportunities to advance your career (60%), has a sense of belonging among employees (59%), gives control over the tasks you do (54%), and offers professional development or career training (51%) (Figure 7).

Differences among these ratings are detected by community size, region and various individual attributes (Appendix Table 4). Persons living in or near larger communities are more likely than persons living in or near smaller communities to rate the following as very important: prioritizes diversity and inclusion, gives you meaningful work, concern about environmental factors such as air and water quality, and has a sense of belonging among employees. Almost four in ten persons living in or near communities with populations of 1,000 or more rate concern about environmental factors as very important,

**Figure 7. Importance of Employment Characteristics**



compared to one-quarter of persons living in or near the smallest communities (populations under 500).

Persons living in or near mid-sized communities are the group most likely to rate the following as very important: gives opportunities to advance their career, seeks feedback on company decisions/strategy, offers professional development or career training, and has commitment to the same values I have. Just over one-half (53%) of persons living in or near communities with populations ranging from 1,000 to 4,999 rate commitment to the same values I have as very important, compared to just over four in ten persons living in different sized communities.

A few differences are detected by the region in which respondents live. Panhandle residents are the regional group most likely to rate promotes openly sharing political views as very important. Residents of the North Central region are the group most likely to rate the following characteristics as very important: giving flexibility in work hours, having commitment to the same values I have, and has a sense of belonging among employees. Almost seven in ten residents of the North Central region rate a sense of belonging among employees as very important, compared to just over one-half (52%) of residents of the South Central region.

Many differences occur by household income. Persons with higher household incomes are more likely than persons with lower incomes to rate the following as very important: gives control over the tasks you do, gives opportunities to advance your career, values your work, gives you meaningful work, seeks feedback on company decisions/strategy, offers professional development or career training, commitment to the same values I have, and a

sense of belonging among employees. Over eight in ten persons with household incomes of \$100,000 or more (83%) rate gives you meaningful work as very important, compared to just over six in ten persons with household incomes under \$40,000 (63%).

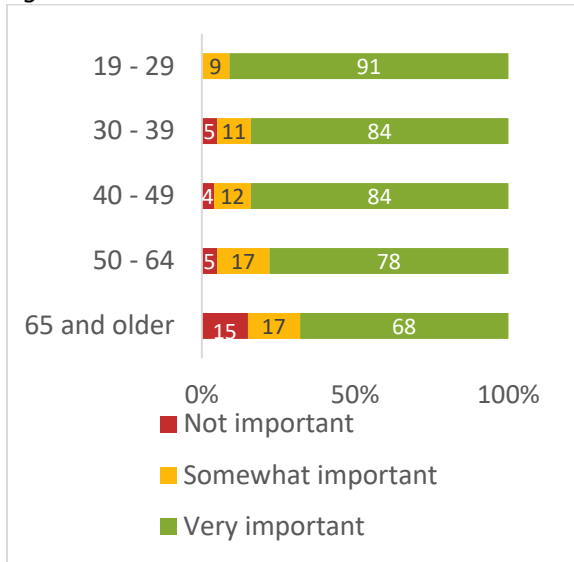
Persons with lower household incomes are more likely than persons with higher incomes to rate flexibility in work hours as very important for their employer. Approximately one-half of persons with the lowest household incomes (under \$75,000) rate this characteristic as very important, compared to approximately four in ten persons with household incomes of \$75,000 or more.

Ratings of many of these characteristics differ by age. Persons between the ages of 40 and 49 are the group most likely to rate focuses on safety in the workplace and gives you meaningful work as very important. Persons between the ages of 30 and 39 are the group most likely to rate gives control over the tasks you do and seeks feedback on company decisions/strategy as very important. Persons age 30 to 49 are the group most likely to rate has a sense of belonging among employees as very important.

The youngest respondents are more likely than older respondents to rate the following as very important: gives opportunities to advance your career, values your work, gives you flexibility in your work hours, offers professional development or career training, and commitment to the same values I have. Just over nine in ten persons age 19 to 29 rate values your work as very important, compared to just over two-thirds (68%) of persons age 65 and older (Figure 8).

Older respondents are more likely than younger persons to rate concern about environmental

**Figure 8. Importance of Values Your Work by Age**



factors as very important.

Some differences are detected by gender. Males are more likely than females to rate promotes openly sharing political views as very important. Females are more likely than males to rate the following as very important: focuses on safety in the workplace, prioritizes diversity and inclusion, gives opportunities to advance your career, values your work, gives you meaningful work, gives flexibility in work location, gives flexibility in work hours, seeks feedback on company decisions/strategy, offers professional development or career training, commitment to the same values I have, and a sense of belonging among employees. Just over four in ten females (43%) rate prioritizes diversity and inclusion as very important, compared to one-quarter of males.

Persons with higher education levels are more likely than persons with less education to rate the following as very important: gives control over the tasks you do, gives meaningful work, seeks feedback on company decisions/strategy, offers professional development or career

training, commitment to the same values I have, and a sense of belonging among employees. As an example, just over one-half (56%) of persons with at least a four-year degree rate commitment to the same values I have as very important, compared to approximately one-third (32%) of persons with a high school diploma or less education.

Some differences are also evident by marital status. Married persons are the marital group most likely to rate gives control over the tasks you do and gives meaningful work as very important. Persons who are divorced/separated join the married persons as the groups most likely to rate commitment to the same values I have and a sense of belonging among employees as very important.

Differences are also detected by occupation. What is most valued in an employer differs for each occupation group. Persons with sales or office support occupations are the group most likely to rate promotes openly sharing political views as very important. Prioritizing diversity and inclusion was most important for persons with production, transportation or warehousing occupations.

Persons with management, professional or education occupations are the group most likely to rate gives meaningful work, offers professional development or career training, and a sense of belonging among employees as very important. Persons with food service or personal care occupations join this group as most likely to place importance on valuing their work.

Flexibility in work hours was most important to persons with production, transportation or warehousing occupations and persons with food service or personal care occupations. Persons with occupations in agriculture are



most likely to place importance on seeking feedback on company decisions/strategy. And, persons with healthcare support or public safety occupations are the group most likely to rate commitment to the same values I have as very important.

Finally, respondents were asked if that same list of employment characteristics were done by their current employer. The characteristics most valued by rural Nebraskans are also done by their current employer. Most rural Nebraskans say their current employer does the following: focuses on safety in the workplace (71%), values your work (62%), gives control over the tasks you do (62%), gives you meaningful work (60%), and gives opportunities to advance your career (51%) (Figure 9).

The presence of some of these characteristics varies by community size, region and some individual attributes (Appendix Table 5).

Persons living in or near the smallest communities are more likely than persons living in or near larger communities to say the following characteristics are done by their current employer: focuses on safety in the workplace, gives control over the tasks you do, and gives you flexibility in work hours.

Persons living in or near the largest communities are more likely than persons living in or near smaller communities to say their current employer gives them opportunities to advance your career. Persons living in or near mid-sized communities are the group most likely to say their current employer seeks feedback on company decisions or strategy and is concerned about environmental factors.

Respondents in different regions of the state vary in what characteristics they say are offered by their current employer. Panhandle residents are the regional group most likely to say their

**Figure 9. Current Employer Characteristics**



current employer promotes openly sharing political views. Persons living in the South Central region are most likely to have the following at their current employer: focus on safety in the workplace, prioritization of diversity and inclusion, value of their work, and flexibility in work hours. Panhandle residents join this group as most likely to have opportunities to advance their career.

North Central region residents are most likely to have the following at their current employer: control over the tasks they do, feedback is sought on company decisions/strategy, commitment to the same values, and a sense of belonging among employees. Residents of both the North Central and South Central regions are the groups most likely to have flexibility in their work location. Professional development or career training is most likely to be offered to residents of both the Panhandle and North Central regions.

Some of these characteristics also differ by household income. Persons with higher household incomes are more likely than persons with lower incomes to have the following at their current employer: focus on safety in the workplace, control over the tasks they do, opportunities to advance their career, valuing of their work, meaningful work given, flexibility in their work location, flexibility in work hours, feedback is sought on company decisions/strategy, professional development or career training, concern over environmental factors, commitment to the same values, and a sense of belonging among employees.

The presence of some of these characteristics also differs by age. Persons between the ages of 40 and 49 are the age group most likely to say the following is done by their current employer: focus on safety in the workplace, flexibility in work location, flexibility in work hours, seeks

feedback on company decisions/strategy, concern about environmental factors, and commitment to the same values.

Persons age 30 to 39 are the group most likely to have opportunities to advance their career. Control over the tasks you do and given meaningful work is most likely to occur for persons age 30 to 64.

Males are more likely than females to have employers that promote openly sharing political views and are concerned about environmental factors. Females are more likely than males to say their current employer prioritizes diversity and inclusion, values their work, gives them meaningful work, and offers professional development.

Many differences are detected by marital status. Married persons are the group most likely to say their employers do the following: promotes openly sharing political views, focuses on safety in the workplace, gives control over the tasks they do, gives opportunities to advance their career, values their work, gives them meaningful work, seeks feedback on company decisions/strategy, offers professional development, is concerned about environmental factors, and has a sense of belonging among employees.

Flexibility in their work location and commitment to the same values is most likely to be seen in employers for both married persons and persons who are divorced or separated.

Persons with higher education levels are more likely than persons with less education to have the following at their current employer: prioritization of diversity and inclusion, flexibility in work location, feedback is sought on company decisions/strategy, professional

development, and commitment to the same values.

Many of these characteristics of their current employer differ for various occupation groups. Persons with occupations in agriculture are most likely to have the following at their current employer: promoting openly sharing political views, value of their work, flexibility in their work location, flexibility in work hours, feedback is sought on company decisions/strategy, concern about environmental factors, and commitment to the same values. Persons with construction, installation or maintenance occupations join this group as most likely to have control over the tasks they do.

Employers who prioritize diversity and inclusion are most likely for persons with healthcare support or public safety occupations. Persons with occupations in agriculture join this group as most likely to have opportunities to advance their career.

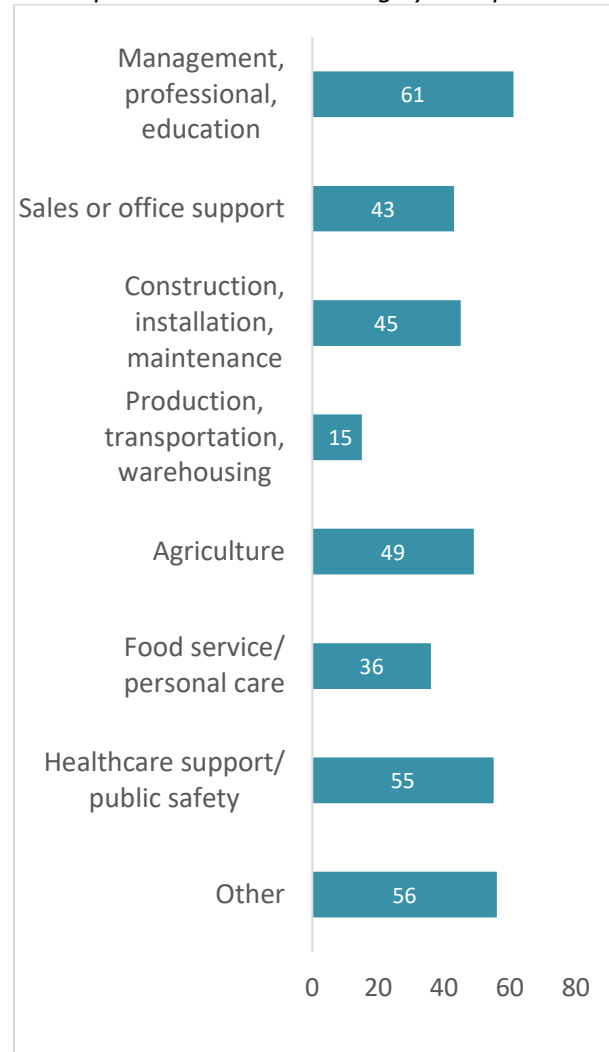
Persons with construction, installation or maintenance occupations are the group most likely to be given meaningful work by their current employer and to have a sense of belonging among employees.

Professional development is most likely to be given to persons with management, professional or education occupations. Just over six in ten persons with these types of occupations are offered professional development, compared to 15 percent of persons with production, transportation or warehousing occupations (Figure 10).

## Conclusion

Most rural Nebraskans believe most of the listed economic items will become worse or

**Figure 10. Current Employer Offers Professional Development or Career Training by Occupation**



much worse over the next 12 months when asked in May and June. Almost nine in ten think the following will become worse: inflation, gasoline or diesel fuel prices, grocery prices, and interest rates. In fact, at least four in ten rural Nebraskans believe the following items will become much worse in the next 12 months: gasoline or diesel fuel prices, inflation, grocery prices, and healthcare costs. The two items that had less than one-half believing they would become worse or much worse during the next

year include their personal financial situation and your personal job prospects.

Economic expectations differ by many characteristics. Residents of the North Central region are more likely than persons living in other regions of the state to believe economic growth will become worse during the next year. Meanwhile, persons living in or near mid-sized communities are more likely than persons living in or near smaller or larger communities to believe housing costs will become worse during the next year. Perhaps of most concern is that persons with the lowest household incomes are more likely than persons with higher incomes to believe their personal financial situation will become worse during the next year. In fact, over six in ten persons with household incomes under \$40,000 think their personal financial situation will become worse, compared to just over one-quarter of persons with the highest household incomes.

Despite this concern over the economy, few rural Nebraskans are currently making or considering employment changes. Approximately three in 20 rural Nebraskans are actively seeking a better paying job, actively looking to change jobs, actively planning to retire or leave the workforce, planning to retire early, or actively seeking a job with flexible work arrangements. Just over one in ten are actively planning to start their own business or self-employment activity. Less than one in ten are actively seeking a job with less hours or one with more hours.

Some groups are more likely to be considering employment changes, though. Persons between the ages of 30 and 39 are the age group most likely to be actively seeking a job with flexible work arrangements. And, younger persons are more likely than older persons to be actively seeking a better paying job, actively seeking a

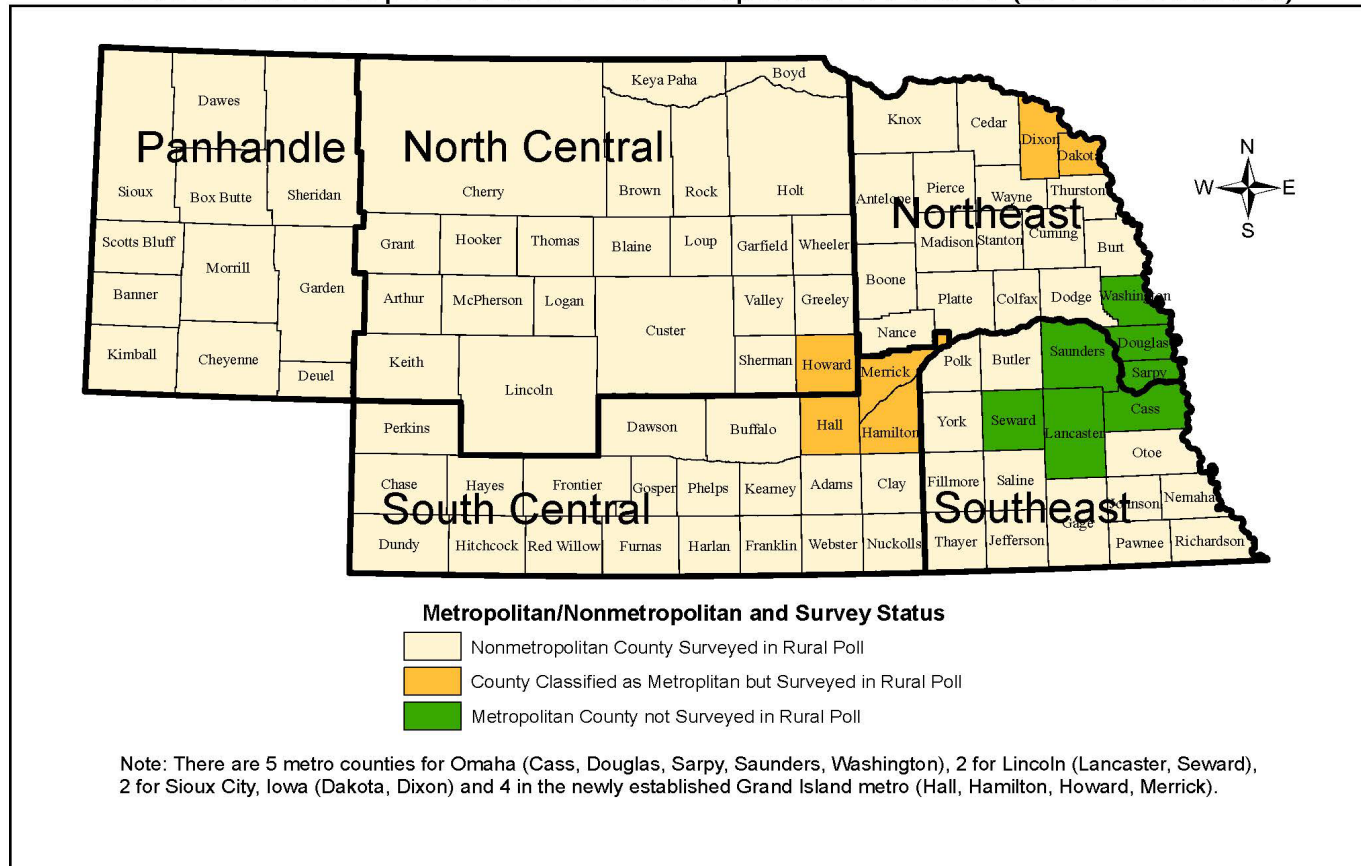
job with more hours, and actively looking to change jobs. Almost three in ten persons under the age of 40 are actively seeking a better paying job. Just over one-quarter of persons age 19 to 29 are actively looking to change jobs.

When asked what employment characteristics are most important, rural Nebraskans most value feeling appreciated, the type of work, safety, autonomy, and opportunities to advance or improve. Most rural Nebraskans rate the following employment characteristics as very important: values your work, focuses on safety in the workplace, gives you meaningful work, gives you opportunities to advance your career, has a sense of belonging among employees, gives control over the tasks you do, and offers professional development or career training.

The characteristics most valued by rural Nebraskans are also done by their current employer. Most rural Nebraskans say their current employer does the following: focuses on safety in the workplace, gives control over the tasks they do, values their work, gives them meaningful work, and gives opportunities to advance their career.

Appendix Figure 1. Regions of Nebraska

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



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

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

**Appendix Table 1. Demographic Profile of Rural Poll Respondents<sup>1</sup> Compared to 2015 – 2019 American Community Survey 5-Year Average for Nebraska\***

|  | <b>2022<br/>Poll</b> | <b>2021<br/>Poll</b> | <b>2020<br/>Poll</b> | <b>2019<br/>Poll</b> | <b>2018<br/>Poll</b> | <b>2015 - 2019<br/>ACS</b> |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------------|
| <b>Age : <sup>2</sup></b>                              |                      |                      |                      |                      |                      |                            |
| 20 - 39  | 32%                  | 32%                  | 32%                  | 32%                  | 32%                  | 32%                        |
| 40 - 64  | 44%                  | 44%                  | 44%                  | 44%                  | 44%                  | 42%                        |
| 65 and over  | 24%                  | 24%                  | 24%                  | 24%                  | 24%                  | 26%                        |
| <b>Gender: <sup>3</sup></b>                            |                      |                      |                      |                      |                      |                            |
| Female   | 51%                  | 55%                  | 55%                  | 55%                  | 55%                  | 51%                        |
| Male   | 49%                  | 45%                  | 46%                  | 45%                  | 46%                  | 49%                        |
| <b>Education: <sup>4</sup></b>                         |                      |                      |                      |                      |                      |                            |
| Less than 9 <sup>th</sup> grade                        | 1%                   | 1%                   | 1%                   | 0.3%                 | 1%                   | 4%                         |
| 9 <sup>th</sup> to 12 <sup>th</sup> grade (no diploma) | 1%                   | 2%                   | 2%                   | 1%                   | 2%                   | 6%                         |
| High school diploma (or equiv.)                        | 16%                  | 16%                  | 16%                  | 15%                  | 18%                  | 32%                        |
| Some college, no degree                                | 26%                  | 26%                  | 18%                  | 18%                  | 23%                  | 26%                        |
| Associate degree                                       | 16%                  | 15%                  | 24%                  | 24%                  | 17%                  | 12%                        |
| Bachelors degree                                       | 25%                  | 28%                  | 26%                  | 29%                  | 25%                  | 15%                        |
| Graduate or professional degree                        | 16%                  | 13%                  | 14%                  | 13%                  | 13%                  | 6%                         |
| <b>Household Income: <sup>5</sup></b>                  |                      |                      |                      |                      |                      |                            |
| Less than \$20,000                                     | 6%                   | 8%                   | 7%                   | 7%                   | 9%                   | 15%                        |
| \$20,000 - \$39,999                                    | 15%                  | 17%                  | 14%                  | 15%                  | 18%                  | 21%                        |
| \$40,000 - \$59,999                                    | 17%                  | 16%                  | 19%                  | 18%                  | 22%                  | 18%                        |
| \$60,000 - \$74,999                                    | 17%                  | 14%                  | 16%                  | 16%                  | 17%                  | 11%                        |
| \$75,000 - \$99,999                                    | 16%                  | 17%                  | 21%                  | 19%                  | 33%                  | 14%                        |
| \$100,000 - \$149,999                                  | 17%                  | 19%                  | 15%                  | 16%                  | *** <sup>6</sup>     | 13%                        |
| \$150,000 - \$199,999                                  | 6%                   | 5%                   | 5%                   | 5%                   | ***                  | 4%                         |
| \$200,000 or more                                      | 6%                   | 4%                   | 4%                   | 3%                   | ***                  | 3%                         |
| <b>Marital Status: <sup>7</sup></b>                    |                      |                      |                      |                      |                      |                            |
| Married  | 66%                  | 69%                  | 69%                  | 70%                  | 71%                  | 61%                        |
| Never married  | 17%                  | 13%                  | 12%                  | 12%                  | 10%                  | 19%                        |
| Divorced/separated                                     | 10%                  | 11%                  | 10%                  | 9%                   | 11%                  | 12%                        |
| Widowed/widower  | 7%                   | 7%                   | 8%                   | 8%                   | 8%                   | 8%                         |

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

<sup>2</sup> 2015-2019 American Community Survey universe is non-metro population 20 years of age and over.

<sup>3</sup> 2015-2019 American Community Survey universe is non-metro population 20 years of age and over.

<sup>4</sup> 2015-2019 American Community Survey universe is non-metro population 18 years of age and over.

<sup>5</sup> 2015-2019 American Community Survey universe is all non-metro households.

<sup>6</sup> Income categories for the Rural Polls were expanded in 2019. \$75,000 or more was the largest category before then.

<sup>7</sup> 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. Economic Expectations in Next Year by Community Size, Region and Individual Attributes**

|                               | <i>Inflation</i> |                       |               |                   | <i>Significance</i> | <i>Interest rates</i> |                       |               |                   | <i>Significance</i> |
|-------------------------------|------------------|-----------------------|---------------|-------------------|---------------------|-----------------------|-----------------------|---------------|-------------------|---------------------|
|                               | <i>Worse</i>     | <i>About the same</i> | <i>Better</i> | <i>Don't know</i> |                     | <i>Worse</i>          | <i>About the same</i> | <i>Better</i> | <i>Don't know</i> |                     |
| <b>Total</b>                  | 87               | 8                     | 4             | 2                 |                     | 85                    | 8                     | 5             | 2                 |                     |
| <b>Community Size</b>         |                  | (n = 1082)            |               |                   |                     | (n = 1086)            |                       |               |                   |                     |
| Less than 500                 | 89               | 8                     | 3             | 1                 |                     | 86                    | 10                    | 3             | 1                 |                     |
| 500 - 999                     | 80               | 11                    | 6             | 3                 |                     | 88                    | 4                     | 4             | 4                 |                     |
| 1,000 - 4,999                 | 90               | 8                     | 2             | 0.3               |                     | 86                    | 8                     | 5             | 1                 |                     |
| 5,000 - 9,999                 | 82               | 7                     | 6             | 6                 | $\chi^2 = 31.66^*$  | 82                    | 7                     | 6             | 5                 | $\chi^2 = 13.00$    |
| 10,000 and up                 | 87               | 8                     | 5             | 1                 | (.002)              | 85                    | 9                     | 5             | 1                 | (.369)              |
| <b>Region</b>                 |                  | (n = 1093)            |               |                   |                     | (n = 1097)            |                       |               |                   |                     |
| Panhandle                     | 87               | 8                     | 1             | 4                 |                     | 90                    | 4                     | 3             | 3                 |                     |
| North Central                 | 89               | 8                     | 2             | 1                 |                     | 86                    | 10                    | 3             | 1                 |                     |
| South Central                 | 84               | 9                     | 6             | 0.3               |                     | 83                    | 12                    | 5             | 1                 |                     |
| Northeast                     | 89               | 6                     | 4             | 1                 | $\chi^2 = 24.09^*$  | 85                    | 6                     | 6             | 3                 | $\chi^2 = 19.22$    |
| Southeast                     | 84               | 8                     | 5             | 3                 | (.020)              | 85                    | 7                     | 6             | 2                 | (.083)              |
| <b>Individual Attributes:</b> |                  |                       |               |                   |                     |                       |                       |               |                   |                     |
| <b>Household Income Level</b> |                  | (n = 1035)            |               |                   |                     | (n = 1035)            |                       |               |                   |                     |
| Under \$40,000                | 89               | 7                     | 2             | 2                 |                     | 86                    | 8                     | 3             | 3                 |                     |
| \$40,000 - \$74,999           | 88               | 7                     | 4             | 1                 |                     | 82                    | 11                    | 5             | 2                 |                     |
| \$75,000 - \$99,999           | 86               | 7                     | 4             | 4                 | $\chi^2 = 21.67^*$  | 85                    | 6                     | 7             | 2                 | $\chi^2 = 19.26^*$  |
| \$100,000 and over            | 83               | 10                    | 7             | 0                 | (.010)              | 91                    | 6                     | 3             | 0.3               | (.023)              |
| <b>Age</b>                    |                  | (n = 1096)            |               |                   |                     | (n = 1095)            |                       |               |                   |                     |
| 19 - 29                       | 100              | 0                     | 0             | 0                 |                     | 92                    | 3                     | 5             | 0                 |                     |
| 30 - 39                       | 88               | 7                     | 3             | 1                 |                     | 93                    | 5                     | 1             | 1                 |                     |
| 40 - 49                       | 83               | 10                    | 6             | 2                 |                     | 88                    | 7                     | 4             | 2                 |                     |
| 50 - 64                       | 87               | 8                     | 4             | 1                 | $\chi^2 = 44.20^*$  | 85                    | 10                    | 4             | 2                 | $\chi^2 = 57.07^*$  |
| 65 and older                  | 79               | 13                    | 6             | 3                 | (.000)              | 73                    | 14                    | 9             | 4                 | (.000)              |
| <b>Gender</b>                 |                  | (n = 1083)            |               |                   |                     | (n = 1086)            |                       |               |                   |                     |
| Male                          | 86               | 9                     | 5             | 1                 | $\chi^2 = 9.67^*$   | 87                    | 8                     | 4             | 1                 | $\chi^2 = 4.11$     |
| Female                        | 88               | 7                     | 3             | 2                 | (.022)              | 83                    | 9                     | 5             | 3                 | (.250)              |
| <b>Education</b>              |                  | (n = 1079)            |               |                   |                     | (n = 1082)            |                       |               |                   |                     |
| High school diploma or less   | 85               | 9                     | 4             | 2                 |                     | 81                    | 13                    | 4             | 2                 |                     |
| Some college                  | 91               | 6                     | 2             | 1                 | $\chi^2 = 14.95^*$  | 87                    | 7                     | 4             | 2                 | $\chi^2 = 6.13$     |
| Bachelors or grad degree      | 83               | 10                    | 6             | 2                 | (.021)              | 86                    | 7                     | 5             | 2                 | (.409)              |
| <b>Marital Status</b>         |                  | (n = 1071)            |               |                   |                     | (n = 1074)            |                       |               |                   |                     |
| Married                       | 87               | 7                     | 5             | 1                 |                     | 88                    | 7                     | 4             | 1                 |                     |
| Never married                 | 90               | 5                     | 3             | 2                 |                     | 84                    | 8                     | 6             | 2                 |                     |
| Divorced/separated            | 84               | 12                    | 1             | 4                 | $\chi^2 = 26.52^*$  | 82                    | 10                    | 3             | 5                 | $\chi^2 = 39.01^*$  |
| Widowed                       | 75               | 18                    | 6             | 1                 | (.002)              | 67                    | 24                    | 8             | 1                 | (.000)              |
| <b>Occupation</b>             |                  | (n = 798)             |               |                   |                     | (n = 801)             |                       |               |                   |                     |
| Mgt, prof or education        | 84               | 9                     | 5             | 3                 |                     | 86                    | 7                     | 5             | 2                 |                     |
| Sales or office support       | 94               | 4                     | 3             | 0                 |                     | 90                    | 3                     | 8             | 0                 |                     |
| Constrn, inst or maint        | 90               | 10                    | 0             | 0                 |                     | 94                    | 5                     | 1             | 0                 |                     |
| Prodn/trans/warehsing         | 86               | 8                     | 6             | 0                 |                     | 86                    | 9                     | 5             | 0                 |                     |
| Agriculture                   | 95               | 6                     | 0             | 0                 |                     | 94                    | 5                     | 1             | 0                 |                     |
| Food serv/pers. care          | 86               | 10                    | 4             | 0                 |                     | 73                    | 26                    | 2             | 0                 |                     |
| Hlthcare supp/safety          | 94               | 3                     | 3             | 0                 | $\chi^2 = 32.53$    | 94                    | 4                     | 2             | 0                 | $\chi^2 = 75.79^*$  |
| Other                         | 90               | 5                     | 5             | 0                 | (.052)              | 68                    | 5                     | 26            | 0                 | (.000)              |

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

Appendix Table 2 continued.

|                               | <i>Stock market</i> |                       |               |                   | <i>Significance</i>   | <i>Economic growth</i> |                       |               |                   | <i>Significance</i> |
|-------------------------------|---------------------|-----------------------|---------------|-------------------|-----------------------|------------------------|-----------------------|---------------|-------------------|---------------------|
|                               | <i>Worse</i>        | <i>About the same</i> | <i>Better</i> | <i>Don't know</i> |                       | <i>Worse</i>           | <i>About the same</i> | <i>Better</i> | <i>Don't know</i> |                     |
| <b>Total</b>                  | 71                  | 17                    | 8             | 3                 |                       | 64                     | 22                    | 11            | 2                 |                     |
| <b>Community Size</b>         |                     | (n = 1083)            |               |                   |                       | (n = 1079)             |                       |               |                   |                     |
| Less than 500                 | 69                  | 25                    | 5             | 2                 |                       | 69                     | 24                    | 7             | 1                 |                     |
| 500 - 999                     | 74                  | 13                    | 8             | 5                 |                       | 74                     | 12                    | 9             | 5                 |                     |
| 1,000 - 4,999                 | 76                  | 11                    | 10            | 3                 |                       | 64                     | 23                    | 11            | 2                 |                     |
| 5,000 - 9,999                 | 58                  | 21                    | 13            | 8                 | $\chi^2 = 41.51^{**}$ | 57                     | 18                    | 17            | 7                 | $\chi^2 = 45.77^*$  |
| 10,000 and up                 | 73                  | 19                    | 8             | 1                 | (.000)                | 62                     | 26                    | 12            | 1                 | (.000)              |
| <b>Region</b>                 |                     | (n = 1095)            |               |                   |                       | (n = 1089)             |                       |               |                   |                     |
| Panhandle                     | 68                  | 17                    | 9             | 6                 |                       | 60                     | 21                    | 13            | 6                 |                     |
| North Central                 | 75                  | 17                    | 6             | 2                 |                       | 72                     | 19                    | 9             | 1                 |                     |
| South Central                 | 71                  | 16                    | 11            | 2                 |                       | 66                     | 22                    | 11            | 1                 |                     |
| Northeast                     | 68                  | 20                    | 8             | 4                 | $\chi^2 = 15.14$      | 60                     | 25                    | 13            | 2                 | $\chi^2 = 24.85^*$  |
| Southeast                     | 75                  | 15                    | 6             | 5                 | (.234)                | 65                     | 22                    | 8             | 5                 | (.016)              |
| <b>Individual Attributes:</b> |                     |                       |               |                   |                       |                        |                       |               |                   |                     |
| <i>Household Income Level</i> |                     | (n = 1034)            |               |                   |                       | (n = 1033)             |                       |               |                   |                     |
| Under \$40,000                | 73                  | 19                    | 3             | 5                 |                       | 68                     | 21                    | 6             | 5                 |                     |
| \$40,000 - \$74,999           | 74                  | 17                    | 6             | 2                 |                       | 67                     | 23                    | 9             | 1                 |                     |
| \$75,000 - \$99,999           | 70                  | 16                    | 10            | 5                 | $\chi^2 = 25.80^*$    | 58                     | 26                    | 13            | 4                 | $\chi^2 = 27.47^*$  |
| \$100,000 and over            | 70                  | 16                    | 13            | 1                 | (.002)                | 64                     | 22                    | 14            | 0.3               | (.001)              |
| <i>Age</i>                    |                     | (n = 1095)            |               |                   |                       | (n = 1095)             |                       |               |                   |                     |
| 19 - 29                       | 87                  | 8                     | 5             | 0                 |                       | 77                     | 16                    | 8             | 0                 |                     |
| 30 - 39                       | 83                  | 10                    | 6             | 1                 |                       | 63                     | 26                    | 10            | 1                 |                     |
| 40 - 49                       | 71                  | 15                    | 10            | 5                 |                       | 70                     | 13                    | 12            | 4                 |                     |
| 50 - 64                       | 69                  | 21                    | 8             | 2                 | $\chi^2 = 74.50^*$    | 64                     | 30                    | 6             | 1                 | $\chi^2 = 67.73^*$  |
| 65 and older                  | 56                  | 28                    | 11            | 6                 | (.000)                | 51                     | 26                    | 18            | 4                 | (.000)              |
| <i>Gender</i>                 |                     | (n = 1086)            |               |                   |                       | (n = 1081)             |                       |               |                   |                     |
| Male                          | 69                  | 17                    | 12            | 3                 | $\chi^2 = 15.11^*$    | 67                     | 21                    | 10            | 2                 | $\chi^2 = 3.58$     |
| Female                        | 74                  | 18                    | 5             | 4                 | (.002)                | 62                     | 24                    | 12            | 3                 | (.311)              |
| <i>Education</i>              |                     | (n = 1079)            |               |                   |                       | (n = 1076)             |                       |               |                   |                     |
| High school diploma or less   | 73                  | 18                    | 6             | 4                 |                       | 63                     | 27                    | 6             | 4                 |                     |
| Some college                  | 77                  | 15                    | 5             | 3                 | $\chi^2 = 19.10^*$    | 71                     | 20                    | 8             | 2                 | $\chi^2 = 28.15^*$  |
| Bachelors or grad degree      | 66                  | 20                    | 11            | 3                 | (.004)                | 59                     | 24                    | 15            | 2                 | (.000)              |
| <i>Marital Status</i>         |                     | (n = 1072)            |               |                   |                       | (n = 1068)             |                       |               |                   |                     |
| Married                       | 73                  | 16                    | 8             | 3                 |                       | 67                     | 22                    | 10            | 2                 |                     |
| Never married                 | 73                  | 13                    | 10            | 3                 |                       | 61                     | 25                    | 12            | 2                 |                     |
| Divorced/separated            | 70                  | 18                    | 6             | 6                 | $\chi^2 = 24.39^*$    | 65                     | 21                    | 7             | 6                 | $\chi^2 = 21.08^*$  |
| Widowed                       | 52                  | 34                    | 10            | 4                 | (.004)                | 51                     | 27                    | 18            | 4                 | (.012)              |
| <i>Occupation</i>             |                     | (n = 801)             |               |                   |                       | (n = 800)              |                       |               |                   |                     |
| Mgt, prof or education        | 72                  | 14                    | 12            | 3                 |                       | 59                     | 23                    | 16            | 2                 |                     |
| Sales or office support       | 83                  | 16                    | 1             | 0                 |                       | 84                     | 7                     | 9             | 0                 |                     |
| Constrn, inst or maint        | 73                  | 24                    | 3             | 0                 |                       | 76                     | 24                    | 0             | 0                 |                     |
| Prodn/trans/warehsing         | 82                  | 9                     | 9             | 0                 |                       | 73                     | 21                    | 6             | 0                 |                     |
| Agriculture                   | 74                  | 16                    | 8             | 2                 |                       | 74                     | 23                    | 3             | 0                 |                     |
| Food serv/pers. care          | 55                  | 31                    | 14            | 0                 |                       | 46                     | 42                    | 12            | 0                 |                     |
| Hlthcare supp/safety          | 84                  | 11                    | 1             | 4                 | $\chi^2 = 68.40^*$    | 71                     | 20                    | 7             | 2                 | $\chi^2 = 71.47^*$  |
| Other                         | 37                  | 37                    | 26            | 0                 | (.000)                | 53                     | 16                    | 32            | 0                 | (.000)              |

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



Appendix Table 2 continued.

|                               | <i>Unemployment</i> |                       |               |                   | <i>Significance</i> | <i>Grocery prices</i> |                       |               |                   | <i>Significance</i> |
|-------------------------------|---------------------|-----------------------|---------------|-------------------|---------------------|-----------------------|-----------------------|---------------|-------------------|---------------------|
|                               | <i>Worse</i>        | <i>About the same</i> | <i>Better</i> | <i>Don't know</i> |                     | <i>Worse</i>          | <i>About the same</i> | <i>Better</i> | <i>Don't know</i> |                     |
| <b>Total</b>                  | 47                  | 36                    | 15            | 2                 |                     | 86                    | 10                    | 4             | 1                 |                     |
| <b>Community Size</b>         |                     | (n = 1082)            |               |                   |                     | (n = 1085)            |                       |               |                   |                     |
| Less than 500                 | 53                  | 39                    | 6             | 2                 |                     | 87                    | 11                    | 2             | 1                 |                     |
| 500 - 999                     | 43                  | 38                    | 15            | 4                 |                     | 89                    | 6                     | 4             | 1                 |                     |
| 1,000 - 4,999                 | 47                  | 33                    | 19            | 1                 |                     | 86                    | 9                     | 5             | 0                 |                     |
| 5,000 - 9,999                 | 45                  | 38                    | 10            | 7                 | $\chi^2 = 43.47^*$  | 90                    | 6                     | 2             | 2                 | $\chi^2 = 13.96$    |
| 10,000 and up                 | 46                  | 36                    | 17            | 1                 | (.000)              | 84                    | 12                    | 4             | 1                 | (.304)              |
| <b>Region</b>                 |                     | (n = 1093)            |               |                   |                     | (n = 1095)            |                       |               |                   |                     |
| Panhandle                     | 56                  | 31                    | 7             | 6                 |                     | 90                    | 8                     | 0             | 2                 |                     |
| North Central                 | 51                  | 38                    | 9             | 2                 |                     | 93                    | 5                     | 1             | 0                 |                     |
| South Central                 | 46                  | 37                    | 16            | 1                 |                     | 85                    | 9                     | 5             | 0.3               |                     |
| Northeast                     | 42                  | 37                    | 21            | 1                 | $\chi^2 = 37.36^*$  | 82                    | 13                    | 5             | 0.3               | $\chi^2 = 25.29^*$  |
| Southeast                     | 48                  | 38                    | 11            | 3                 | (.000)              | 85                    | 11                    | 3             | 2                 | (.014)              |
| <b>Individual Attributes:</b> |                     |                       |               |                   |                     |                       |                       |               |                   |                     |
| <i>Household Income Level</i> |                     | (n = 1036)            |               |                   |                     | (n = 1036)            |                       |               |                   |                     |
| Under \$40,000                | 54                  | 33                    | 9             | 4                 |                     | 92                    | 6                     | 1             | 1                 |                     |
| \$40,000 - \$74,999           | 49                  | 38                    | 12            | 1                 |                     | 87                    | 8                     | 4             | 1                 |                     |
| \$75,000 - \$99,999           | 36                  | 43                    | 17            | 4                 | $\chi^2 = 38.95^*$  | 80                    | 19                    | 1             | 0                 | $\chi^2 = 34.62^*$  |
| \$100,000 and over            | 46                  | 36                    | 18            | 0                 | (.000)              | 86                    | 9                     | 5             | 0                 | (.000)              |
| <i>Age</i>                    |                     | (n = 1095)            |               |                   |                     | (n = 1102)            |                       |               |                   |                     |
| 19 - 29                       | 58                  | 26                    | 16            | 0                 |                     | 84                    | 13                    | 3             | 0                 |                     |
| 30 - 39                       | 56                  | 37                    | 7             | 0                 |                     | 88                    | 7                     | 5             | 0                 |                     |
| 40 - 49                       | 48                  | 34                    | 15            | 3                 |                     | 87                    | 10                    | 3             | 0                 |                     |
| 50 - 64                       | 43                  | 42                    | 14            | 2                 | $\chi^2 = 45.38^*$  | 88                    | 8                     | 3             | 1                 | $\chi^2 = 20.02$    |
| 65 and older                  | 37                  | 40                    | 19            | 4                 | (.000)              | 82                    | 10                    | 5             | 2                 | (.067)              |
| <i>Gender</i>                 |                     | (n = 1082)            |               |                   |                     | (n = 1086)            |                       |               |                   |                     |
| Male                          | 47                  | 38                    | 13            | 2                 | $\chi^2 = 4.18$     | 87                    | 9                     | 3             | 1                 | $\chi^2 = 1.69$     |
| Female                        | 47                  | 34                    | 17            | 2                 | (.242)              | 85                    | 10                    | 4             | 1                 | (.639)              |
| <i>Education</i>              |                     | (n = 1078)            |               |                   |                     | (n = 1081)            |                       |               |                   |                     |
| High school diploma or less   | 48                  | 35                    | 13            | 4                 |                     | 88                    | 7                     | 3             | 2                 |                     |
| Some college                  | 54                  | 34                    | 11            | 1                 | $\chi^2 = 22.91^*$  | 90                    | 7                     | 2             | 0.4               | $\chi^2 = 21.51^*$  |
| Bachelors or grad degree      | 41                  | 39                    | 19            | 2                 | (.000)              | 81                    | 14                    | 4             | 1                 | (.001)              |
| <i>Marital Status</i>         |                     | (n = 1070)            |               |                   |                     | (n = 1075)            |                       |               |                   |                     |
| Married                       | 47                  | 36                    | 16            | 2                 |                     | 87                    | 10                    | 3             | 1                 |                     |
| Never married                 | 49                  | 37                    | 12            | 2                 |                     | 86                    | 8                     | 6             | 0                 |                     |
| Divorced/separated            | 48                  | 39                    | 10            | 4                 | $\chi^2 = 7.58$     | 87                    | 8                     | 4             | 2                 | $\chi^2 = 11.26$    |
| Widowed                       | 39                  | 41                    | 18            | 1                 | (.577)              | 81                    | 13                    | 6             | 1                 | (.259)              |
| <i>Occupation</i>             |                     | (n = 796)             |               |                   |                     | (n = 800)             |                       |               |                   |                     |
| Mgt, prof or education        | 41                  | 38                    | 18            | 2                 |                     | 84                    | 11                    | 5             | 0.3               |                     |
| Sales or office support       | 58                  | 34                    | 9             | 0                 |                     | 80                    | 19                    | 1             | 0                 |                     |
| Constrn, inst or maint        | 38                  | 57                    | 5             | 0                 |                     | 95                    | 5                     | 0             | 0                 |                     |
| Prodn/trans/warehsing         | 61                  | 30                    | 9             | 0                 |                     | 88                    | 11                    | 2             | 0                 |                     |
| Agriculture                   | 52                  | 32                    | 13            | 3                 |                     | 89                    | 11                    | 0             | 0                 |                     |
| Food serv/pers. care          | 51                  | 29                    | 20            | 0                 |                     | 84                    | 10                    | 6             | 0                 |                     |
| Hlthcare supp/safety          | 55                  | 33                    | 12            | 0                 | $\chi^2 = 50.36^*$  | 93                    | 8                     | 0             | 0                 | $\chi^2 = 57.80^*$  |
| Other                         | 28                  | 39                    | 33            | 0                 | (.000)              | 70                    | 5                     | 25            | 0                 | (.000)              |

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

Appendix Table 2 continued.

|                               | <i>Gasoline or diesel fuel prices</i> |                       |               |                   | <i>Significance</i> | <i>Housing costs</i> |                       |               |                   | <i>Significance</i> |
|-------------------------------|---------------------------------------|-----------------------|---------------|-------------------|---------------------|----------------------|-----------------------|---------------|-------------------|---------------------|
|                               | <i>Worse</i>                          | <i>About the same</i> | <i>Better</i> | <i>Don't know</i> |                     | <i>Worse</i>         | <i>About the same</i> | <i>Better</i> | <i>Don't know</i> |                     |
| <b>Total</b>                  | 87                                    | 6                     | 6             | 1                 |                     | 78                   | 16                    | 5             | 1                 |                     |
| <b>Community Size</b>         |                                       | (n = 1084)            |               |                   |                     | (n = 1082)           |                       |               |                   |                     |
| Less than 500                 | 89                                    | 7                     | 3             | 1                 |                     | 76                   | 22                    | 2             | 1                 |                     |
| 500 - 999                     | 87                                    | 7                     | 5             | 1                 |                     | 83                   | 10                    | 4             | 3                 |                     |
| 1,000 - 4,999                 | 86                                    | 7                     | 7             | 0                 |                     | 82                   | 13                    | 5             | 0.3               |                     |
| 5,000 - 9,999                 | 89                                    | 4                     | 5             | 3                 | $\chi^2 = 17.91$    | 75                   | 22                    | 0             | 4                 | $\chi^2 = 37.72^*$  |
| 10,000 and up                 | 86                                    | 5                     | 8             | 1                 | (.118)              | 76                   | 17                    | 6             | 0.3               | (.000)              |
| <b>Region</b>                 |                                       | (n = 1093)            |               |                   |                     | (n = 1094)           |                       |               |                   |                     |
| Panhandle                     | 92                                    | 3                     | 1             | 4                 |                     | 79                   | 12                    | 6             | 3                 |                     |
| North Central                 | 94                                    | 2                     | 4             | 0                 |                     | 87                   | 10                    | 1             | 1                 |                     |
| South Central                 | 85                                    | 9                     | 6             | 0.3               |                     | 72                   | 23                    | 5             | 0.3               |                     |
| Northeast                     | 84                                    | 5                     | 11            | 0.3               | $\chi^2 = 49.51^*$  | 78                   | 14                    | 7             | 1                 | $\chi^2 = 35.16^*$  |
| Southeast                     | 87                                    | 7                     | 5             | 1                 | (.000)              | 79                   | 17                    | 2             | 2                 | (.000)              |
| <b>Individual Attributes:</b> |                                       |                       |               |                   |                     |                      |                       |               |                   |                     |
| <i>Household Income Level</i> |                                       | (n = 1037)            |               |                   |                     | (n = 1033)           |                       |               |                   |                     |
| Under \$40,000                | 91                                    | 5                     | 2             | 2                 |                     | 86                   | 10                    | 2             | 2                 |                     |
| \$40,000 - \$74,999           | 89                                    | 4                     | 6             | 0.3               |                     | 76                   | 20                    | 3             | 1                 |                     |
| \$75,000 - \$99,999           | 83                                    | 3                     | 13            | 1                 | $\chi^2 = 38.42^*$  | 74                   | 19                    | 5             | 2                 | $\chi^2 = 25.37^*$  |
| \$100,000 and over            | 85                                    | 9                     | 6             | 0                 | (.000)              | 79                   | 15                    | 6             | 0                 | (.003)              |
| <i>Age</i>                    |                                       | (n = 1099)            |               |                   |                     | (n = 1097)           |                       |               |                   |                     |
| 19 - 29                       | 87                                    | 3                     | 11            | 0                 |                     | 74                   | 18                    | 8             | 0                 |                     |
| 30 - 39                       | 90                                    | 5                     | 6             | 0                 |                     | 77                   | 17                    | 6             | 0                 |                     |
| 40 - 49                       | 86                                    | 10                    | 4             | 1                 |                     | 79                   | 17                    | 4             | 1                 |                     |
| 50 - 64                       | 88                                    | 6                     | 5             | 1                 | $\chi^2 = 24.20^*$  | 80                   | 16                    | 2             | 2                 | $\chi^2 = 18.79$    |
| 65 and older                  | 84                                    | 7                     | 7             | 2                 | (.019)              | 78                   | 15                    | 4             | 3                 | (.094)              |
| <i>Gender</i>                 |                                       | (n = 1086)            |               |                   |                     | (n = 1083)           |                       |               |                   |                     |
| Male                          | 87                                    | 8                     | 5             | 1                 | $\chi^2 = 7.80$     | 78                   | 17                    | 5             | 1                 | $\chi^2 = 1.85$     |
| Female                        | 87                                    | 5                     | 7             | 1                 | (.050)              | 78                   | 16                    | 5             | 2                 | (.605)              |
| <i>Education</i>              |                                       | (n = 1082)            |               |                   |                     | (n = 1080)           |                       |               |                   |                     |
| High school diploma or less   | 89                                    | 6                     | 3             | 2                 |                     | 79                   | 17                    | 2             | 2                 |                     |
| Some college                  | 92                                    | 4                     | 4             | 0.4               | $\chi^2 = 28.39^*$  | 82                   | 15                    | 3             | 0.4               | $\chi^2 = 15.68^*$  |
| Bachelors or grad degree      | 82                                    | 7                     | 10            | 1                 | (.000)              | 74                   | 17                    | 7             | 2                 | (.016)              |
| <i>Marital Status</i>         |                                       | (n = 1072)            |               |                   |                     | (n = 1074)           |                       |               |                   |                     |
| Married                       | 89                                    | 5                     | 6             | 1                 |                     | 78                   | 16                    | 5             | 1                 |                     |
| Never married                 | 85                                    | 9                     | 7             | 0                 |                     | 79                   | 17                    | 4             | 1                 |                     |
| Divorced/separated            | 88                                    | 8                     | 1             | 4                 | $\chi^2 = 25.04^*$  | 76                   | 19                    | 2             | 4                 | $\chi^2 = 10.37$    |
| Widowed                       | 82                                    | 6                     | 11            | 1                 | (.003)              | 81                   | 14                    | 4             | 1                 | (.321)              |
| <i>Occupation</i>             |                                       | (n = 803)             |               |                   |                     | (n = 801)            |                       |               |                   |                     |
| Mgt, prof or education        | 85                                    | 4                     | 10            | 1                 |                     | 78                   | 17                    | 4             | 1                 |                     |
| Sales or office support       | 86                                    | 6                     | 7             | 0                 |                     | 80                   | 20                    | 0             | 0                 |                     |
| Constrn, inst or maint        | 95                                    | 5                     | 0             | 0                 |                     | 85                   | 11                    | 4             | 0                 |                     |
| Prodn/trans/warehsing         | 90                                    | 6                     | 5             | 0                 |                     | 84                   | 9                     | 8             | 0                 |                     |
| Agriculture                   | 85                                    | 13                    | 2             | 0                 |                     | 72                   | 19                    | 8             | 2                 |                     |
| Food serv/pers. care          | 84                                    | 14                    | 2             | 0                 |                     | 63                   | 37                    | 0             | 0                 |                     |
| Hlthcare supp/safety          | 92                                    | 1                     | 7             | 0                 | $\chi^2 = 51.58^*$  | 82                   | 11                    | 7             | 0                 | $\chi^2 = 48.26^*$  |
| Other                         | 68                                    | 26                    | 5             | 0                 | (.000)              | 58                   | 42                    | 0             | 0                 | (.000)              |

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

Appendix Table 2 continued.

|                               | <i>Healthcare costs</i> |                       |               |                   | <i>Significance</i> | <i>Your personal financial situation</i> |                       |               |                   |                     |
|-------------------------------|-------------------------|-----------------------|---------------|-------------------|---------------------|--|-----------------------|---------------|-------------------|---------------------|
|                               | <i>Worse</i>            | <i>About the same</i> | <i>Better</i> | <i>Don't know</i> |                     | <i>Worse</i>                             | <i>About the same</i> | <i>Better</i> | <i>Don't know</i> | <i>Significance</i> |
| <b>Total</b>                  | 83                      | 14                    | 2             | 1                 |                     | 42                                       | 45                    | 11            | 2                 |                     |
| <b>Community Size</b>         |                         | (n = 1080)            |               |                   |                     | (n = 1083)                               |                       |               |                   |                     |
| Less than 500                 | 89                      | 11                    | 0             | 1                 |                     | 48                                       | 46                    | 4             | 2                 |                     |
| 500 – 999                     | 90                      | 9                     | 0             | 2                 |                     | 48                                       | 42                    | 8             | 3                 |                     |
| 1,000 – 4,999                 | 82                      | 15                    | 2             | 2                 |                     | 42                                       | 46                    | 9             | 3                 |                     |
| 5,000 – 9,999                 | 78                      | 17                    | 2             | 3                 | $\chi^2 = 23.23^*$  | 45                                       | 41                    | 13            | 1                 | $\chi^2 = 35.05^*$  |
| 10,000 and up                 | 82                      | 15                    | 3             | 0.3               | (.026)              | 37                                       | 46                    | 17            | 0.3               | (.000)              |
| <b>Region</b>                 |                         | (n = 1090)            |               |                   |                     | (n = 1094)                               |                       |               |                   |                     |
| Panhandle                     | 78                      | 18                    | 1             | 3                 |                     | 47                                       | 38                    | 13            | 2                 |                     |
| North Central                 | 90                      | 9                     | 1             | 1                 |                     | 46                                       | 46                    | 7             | 1                 |                     |
| South Central                 | 80                      | 16                    | 2             | 2                 |                     | 40                                       | 43                    | 15            | 3                 |                     |
| Northeast                     | 85                      | 12                    | 2             | 1                 | $\chi^2 = 14.35$    | 42                                       | 46                    | 11            | 1                 | $\chi^2 = 17.11$    |
| Southeast                     | 85                      | 13                    | 2             | 1                 | (.279)              | 42                                       | 49                    | 8             | 1                 | (.145)              |
| <b>Individual Attributes:</b> |                         |                       |               |                   |                     |  |                       |               |                   |                     |
| <i>Household Income Level</i> |                         | (n = 1032)            |               |                   |                     | (n = 1035)                               |                       |               |                   |                     |
| Under \$40,000                | 85                      | 12                    | 2             | 1                 |                     | 63                                       | 27                    | 8             | 2                 |                     |
| \$40,000 - \$74,999           | 83                      | 15                    | 1             | 1                 |                     | 48                                       | 41                    | 10            | 1                 |                     |
| \$75,000 - \$99,999           | 77                      | 19                    | 2             | 2                 | $\chi^2 = 11.29$    | 36                                       | 49                    | 16            | 0                 | $\chi^2 = 91.59^*$  |
| \$100,000 and over            | 86                      | 13                    | 1             | 0                 | (.256)              | 26                                       | 58                    | 16            | 0.3               | (.000)              |
| <i>Age</i>                    |                         | (n = 1094)            |               |                   |                     | (n = 1098)                               |                       |               |                   |                     |
| 19 – 29                       | 79                      | 18                    | 0             | 3                 |                     | 37                                       | 42                    | 18            | 3                 |                     |
| 30 – 39                       | 83                      | 16                    | 1             | 0                 |                     | 44                                       | 44                    | 12            | 0                 |                     |
| 40 – 49                       | 81                      | 15                    | 3             | 1                 |                     | 41                                       | 46                    | 13            | 1                 |                     |
| 50 – 64                       | 87                      | 12                    | 1             | 1                 | $\chi^2 = 24.50^*$  | 50                                       | 40                    | 9             | 1                 | $\chi^2 = 31.13^*$  |
| 65 and older                  | 85                      | 10                    | 3             | 2                 | (.017)              | 39                                       | 50                    | 8             | 4                 | (.002)              |
| <i>Gender</i>                 |                         | (n = 1080)            |               |                   |                     | (n = 1084)                               |                       |               |                   |                     |
| Male                          | 86                      | 13                    | 1             | 1                 | $\chi^2 = 9.16^*$   | 43                                       | 45                    | 11            | 1                 | $\chi^2 = 5.40$     |
| Female                        | 81                      | 15                    | 2             | 2                 | (.027)              | 41                                       | 45                    | 11            | 3                 | (.145)              |
| <i>Education</i>              |                         | (n = 1077)            |               |                   |                     | (n = 1081)                               |                       |               |                   |                     |
| High school diploma or less   | 80                      | 17                    | 2             | 2                 |                     | 49                                       | 40                    | 8             | 4                 |                     |
| Some college                  | 87                      | 11                    | 2             | 1                 | $\chi^2 = 10.06$    | 51                                       | 39                    | 9             | 1                 | $\chi^2 = 59.52^*$  |
| Bachelors or grad degree      | 81                      | 17                    | 2             | 1                 | (.122)              | 30                                       | 54                    | 16            | 1                 | (.000)              |
| <i>Marital Status</i>         |                         | (n = 1070)            |               |                   |                     | (n = 1072)                               |                       |               |                   |                     |
| Married                       | 87                      | 11                    | 2             | 1                 |                     | 41                                       | 47                    | 11            | 1                 |                     |
| Never married                 | 74                      | 22                    | 1             | 3                 |                     | 45                                       | 37                    | 15            | 3                 |                     |
| Divorced/separated            | 78                      | 16                    | 3             | 4                 | $\chi^2 = 26.84^*$  | 54                                       | 37                    | 7             | 3                 | $\chi^2 = 25.21^*$  |
| Widowed                       | 85                      | 11                    | 3             | 1                 | (.001)              | 41                                       | 54                    | 3             | 3                 | (.003)              |
| <i>Occupation</i>             |                         | (n = 796)             |               |                   |                     | (n = 797)                                |                       |               |                   |                     |
| Mgt, prof or education        | 80                      | 17                    | 2             | 1                 |                     | 35                                       | 49                    | 16            | 0                 |                     |
| Sales or office support       | 92                      | 8                     | 0             | 0                 |                     | 43                                       | 47                    | 10            | 0                 |                     |
| Constrn, inst or maint        | 96                      | 4                     | 0             | 0                 |                     | 46                                       | 51                    | 4             | 0                 |                     |
| Prodn/trans/warehsing         | 91                      | 8                     | 2             | 0                 |                     | 60                                       | 34                    | 5             | 2                 |                     |
| Agriculture                   | 78                      | 21                    | 1             | 0                 |                     | 41                                       | 45                    | 13            | 1                 |                     |
| Food serv/pers. Care          | 74                      | 26                    | 0             | 0                 |                     | 36                                       | 38                    | 26            | 0                 |                     |
| Hlthcare supp/safety          | 84                      | 14                    | 2             | 0                 | $\chi^2 = 150.08^*$ | 45                                       | 42                    | 13            | 0                 | $\chi^2 = 179.88^*$ |
| Other                         | 55                      | 20                    | 0             | 25                | (.000)              | 21                                       | 47                    | 5             | 26                | (.000)              |

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

Appendix Table 2 continued.

|                               |                             | <i>Your personal job prospects</i> |                           |               |                       |                     |
|-------------------------------|-----------------------------|------------------------------------|---------------------------|---------------|-----------------------|---------------------|
|                               |                             | <i>Worse</i>                       | <i>About<br/>the same</i> | <i>Better</i> | <i>Don't<br/>know</i> | <i>Significance</i> |
|                               |                             | <i>Percentages</i>                 |                           |               |                       |                     |
| <b>Total</b>                  |                             | 22                                 | 57                        | 11            | 10                    |                     |
| <b>Community Size</b>         |                             | (n = 1044)                         |                           |               |                       |                     |
|                               | Less than 500               | 31                                 | 54                        | 5             | 10                    |                     |
|                               | 500 - 999                   | 23                                 | 52                        | 12            | 13                    |                     |
|                               | 1,000 - 4,999               | 22                                 | 57                        | 13            | 8                     |                     |
|                               | 5,000 - 9,999               | 18                                 | 55                        | 14            | 12                    | $\chi^2 = 21.59^*$  |
|                               | 10,000 and up               | 18                                 | 61                        | 11            | 9                     | (.042)              |
| <b>Region</b>                 |                             | (n = 1051)                         |                           |               |                       |                     |
|                               | Panhandle                   | 20                                 | 56                        | 14            | 10                    |                     |
|                               | North Central               | 32                                 | 51                        | 8             | 9                     |                     |
|                               | South Central               | 21                                 | 55                        | 15            | 9                     |                     |
|                               | Northeast                   | 17                                 | 63                        | 11            | 10                    | $\chi^2 = 32.18^*$  |
|                               | Southeast                   | 26                                 | 57                        | 4             | 14                    | (.001)              |
| <b>Individual Attributes:</b> |                             |                                    |                           |               |                       |                     |
| <i>Household Income Level</i> |                             | (n = 1001)                         |                           |               |                       |                     |
|                               | Under \$40,000              | 37                                 | 38                        | 10            | 16                    |                     |
|                               | \$40,000 - \$74,999         | 24                                 | 57                        | 9             | 11                    |                     |
|                               | \$75,000 - \$99,999         | 13                                 | 70                        | 13            | 5                     | $\chi^2 = 75.04^*$  |
|                               | \$100,000 and over          | 16                                 | 64                        | 15            | 5                     | (.000)              |
| <i>Age</i>                    |                             | (n = 1052)                         |                           |               |                       |                     |
|                               | 19 - 29                     | 26                                 | 53                        | 21            | 0                     |                     |
|                               | 30 - 39                     | 19                                 | 69                        | 7             | 5                     |                     |
|                               | 40 - 49                     | 24                                 | 56                        | 15            | 5                     |                     |
|                               | 50 - 64                     | 26                                 | 61                        | 8             | 6                     | $\chi^2 = 191.68^*$ |
|                               | 65 and older                | 16                                 | 47                        | 5             | 32                    | (.000)              |
| <i>Gender</i>                 |                             | (n = 1042)                         |                           |               |                       |                     |
|                               | Male                        | 22                                 | 58                        | 11            | 9                     | $\chi^2 = 0.28$     |
|                               | Female                      | 22                                 | 57                        | 11            | 10                    | (.964)              |
| <i>Education</i>              |                             | (n = 1041)                         |                           |               |                       |                     |
|                               | High school diploma or less | 24                                 | 56                        | 4             | 16                    |                     |
|                               | Some college                | 27                                 | 52                        | 13            | 8                     | $\chi^2 = 35.90^*$  |
|                               | Bachelors or grad degree    | 15                                 | 64                        | 12            | 9                     | (.000)              |
| <i>Marital Status</i>         |                             | (n = 1032)                         |                           |               |                       |                     |
|                               | Married                     | 20                                 | 60                        | 10            | 9                     |                     |
|                               | Never married               | 29                                 | 53                        | 14            | 5                     |                     |
|                               | Divorced/separated          | 29                                 | 51                        | 9             | 10                    | $\chi^2 = 44.43^*$  |
|                               | Widowed                     | 20                                 | 46                        | 4             | 30                    | (.000)              |
| <i>Occupation</i>             |                             | (n = 796)                          |                           |               |                       |                     |
|                               | Mgt, prof or education      | 18                                 | 63                        | 17            | 3                     |                     |
|                               | Sales or office support     | 35                                 | 56                        | 8             | 1                     |                     |
|                               | Constrn, inst or maint      | 28                                 | 64                        | 6             | 1                     |                     |
|                               | Prodn/trans/warehsing       | 26                                 | 68                        | 5             | 2                     |                     |
|                               | Agriculture                 | 20                                 | 65                        | 8             | 8                     |                     |
|                               | Food serv/pers. care        | 26                                 | 42                        | 28            | 4                     |                     |
|                               | Hlthcare supp/safety        | 19                                 | 65                        | 6             | 11                    | $\chi^2 = 66.70^*$  |
|                               | Other                       | 32                                 | 53                        | 11            | 5                     | (.000)              |

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

**Appendix Table 3. Employment Changes or Decisions by Community Size, Region and Individual Attributes**

*Are you currently doing any of the following items?*

|                         | <i>Actively seeking a better paying job</i> | <i>Actively seeking a job with more hours</i> | <i>Actively looking to change jobs</i> | <i>Actively planning to retire or leave the workforce</i> |
|-------------------------|---|---|--|---|
| <b>Total</b>            | 16  | 4   | 15                                     | 15  |
| <b>Community Size</b>   |   | (n = 1060)                                    |  |   |
| Less than 500           | 17  | 6   | 18                                     | 15  |
| 500 - 999               | 8   | 0   | 9                                      | 17  |
| 1,000 - 4,999           | 17  | 4   | 14                                     | 15  |
| 5,000 - 9,999           | 11  | 3   | 14                                     | 15  |
| 10,000 and up           | 18  | 4   | 16                                     | 13  |
| <b>Region</b>           |   | (n = 1070)                                    |  |   |
| Panhandle               | 16  | 7   | 21*                                    | 11  |
| North Central           | 14  | 3   | 17*                                    | 21  |
| South Central           | 13  | 4   | 9*                                     | 13  |
| Northeast               | 18  | 2   | 14*                                    | 14  |
| Southeast               | 20  | 6   | 21*                                    | 17  |
| <b>Income Level</b>     |   | (n = 1016)                                    |  |   |
| Under \$40,000          | 15  | 4*  | 14*                                    | 11  |
| \$40,000 - \$74,999     | 18  | 8*  | 19*                                    | 14  |
| \$75,000 - \$99,999     | 16  | 1*  | 18*                                    | 19  |
| \$100,000 and over      | 14  | 1*  | 11*                                    | 14  |
| <b>Age</b>              |   | (n = 1071)                                    |  |   |
| 19 - 29                 | 29*   | 13*   | 26*                                    | 5*  |
| 30 - 39                 | 29*   | 3*  | 23*                                    | 1*  |
| 40 - 49                 | 15*   | 2*  | 17*                                    | 4*  |
| 50 - 64                 | 11*   | 4*  | 11*                                    | 26*   |
| 65 and older            | 2*  | 0.4*  | 2*                                     | 31*   |
| <b>Gender</b>           |   | (n = 1060)                                    |  |   |
| Male                    | 16  | 4   | 14                                     | 17  |
| Female                  | 16  | 5   | 16                                     | 13  |
| <b>Marital Status</b>   |   | (n = 1048)                                    |  |   |
| Married                 | 14*   | 2*  | 14*                                    | 16*   |
| Never married           | 26*   | 14*   | 20*                                    | 8*  |
| Divorced/separated      | 18*   | 4*  | 18*                                    | 13*   |
| Widowed                 | 2*  | 0*  | 3*                                     | 26*   |
| <b>Education</b>        |   | (n = 1055)                                    |  |   |
| H.S. diploma or less    | 16  | 10*   | 15                                     | 20  |
| Some college            | 16  | 3*  | 15                                     | 14  |
| Bachelors degree        | 14  | 2*  | 15                                     | 12  |
| <b>Occupation</b>       |   | (n = 797)                                     |  |   |
| Mgt, prof or education  | 18  | 1*  | 17                                     | 12  |
| Sales or office support | 13  | 8*  | 11                                     | 14  |
| Constrn, inst or maint  | 19  | 0*  | 15                                     | 10  |
| Prodn/trans/warehsing   | 18  | 3*  | 25                                     | 18  |
| Agriculture             | 13  | 8*  | 11                                     | 12  |
| Food serv/pers. care    | 28  | 12*   | 24                                     | 16  |
| Hlthcare supp/safety    | 19  | 7*  | 19                                     | 10  |
| Other                   | 35  | 25*   | 10                                     | 35  |

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

Appendix Table 3 continued.

| <i>Are you currently doing any of the following items?</i> |   |                                     |   |   |
|--|---|-------------------------------------|---|---|
|  | <i>Actively planning to start<br/>your own business or<br/>self-employment activity</i> | <i>Planning to retire<br/>early</i> | <i>Actively seeking a<br/>job with less hours</i> | <i>Actively seeking a<br/>job with flexible<br/>work arrangements</i> |
| <b>Total</b>   | 12  | 14                                  | 6   | 14  |
| <b>Community Size</b>                                      |   | (n = 1060)                          |   |   |
| Less than 500  | 15*   | 18                                  | 7*  | 19  |
| 500 - 999  | 9*  | 12                                  | 5*  | 11  |
| 1,000 - 4,999  | 16*   | 14                                  | 9*  | 14  |
| 5,000 - 9,999  | 12*   | 10                                  | 3*  | 12  |
| 10,000 and up  | 9*  | 15                                  | 3*  | 13  |
| <b>Region</b>  |   | (n = 1066)                          |   |   |
| Panhandle  | 11  | 19*                                 | 6*  | 10*   |
| North Central  | 16  | 26*                                 | 4*  | 14*   |
| South Central  | 14  | 10*                                 | 3*  | 15*   |
| Northeast  | 9   | 12*                                 | 9*  | 9*  |
| Southeast  | 15  | 14*                                 | 6*  | 20*   |
| <b>Income Level</b>  |   | (n = 1010)                          |   |   |
| Under \$40,000   | 16  | 11*                                 | 6*  | 16  |
| \$40,000 - \$74,999  | 11  | 11*                                 | 3*  | 15  |
| \$75,000 - \$99,999  | 9   | 14*                                 | 10*   | 12  |
| \$100,000 and over   | 13  | 21*                                 | 6*  | 14  |
| <b>Age</b>   |   | (n = 1066)                          |   |   |
| 19 - 29  | 18*   | 8*                                  | 8   | 13*   |
| 30 - 39  | 25*   | 14*                                 | 6   | 26*   |
| 40 - 49  | 14*   | 15*                                 | 5   | 17*   |
| 50 - 64  | 7*  | 21*                                 | 5   | 10*   |
| 65 and older   | 3*  | 12*                                 | 4   | 6*  |
| <b>Gender</b>  |   | (n = 1056)                          |   |   |
| Male   | 11  | 19*                                 | 5   | 11*   |
| Female   | 14  | 10*                                 | 6   | 17*   |
| <b>Marital Status</b>                                      |   | (n = 1042)                          |   |   |
| Married  | 12*   | 16                                  | 6   | 13*   |
| Never married  | 18*   | 9                                   | 3   | 17*   |
| Divorced/separated   | 16*   | 11                                  | 7   | 20*   |
| Widowed  | 3*  | 13                                  | 3   | 3*  |
| <b>Education</b>   |   | (n = 1050)                          |   |   |
| H.S. diploma or less                                       | 8   | 18*                                 | 4   | 15  |
| Some college   | 14  | 11*                                 | 6   | 15  |
| Bachelors degree   | 12  | 17*                                 | 6   | 12  |
| <b>Occupation</b>  |   | (n = 795)                           |   |   |
| Mgt, prof or education                                     | 15*   | 14                                  | 8   | 15*   |
| Sales or office support                                    | 15*   | 5                                   | 1   | 10*   |
| Constrn, inst or maint                                     | 10*   | 21                                  | 0   | 4*  |
| Prodn/trans/warehsing                                      | 9*  | 20                                  | 8   | 21*   |
| Agriculture  | 8*  | 14                                  | 3   | 6*  |
| Food serv/pers. care                                       | 22*   | 12                                  | 6   | 37*   |
| Hlthcare supp/safety                                       | 7*  | 13                                  | 8   | 18*   |
| Other  | 40*   | 5                                   | 0   | 20*   |

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

*Appendix Table 4. Importance of Employment Characteristics by Community Size, Region and Individual Attributes*

| How important is it to you to work at an organization or company that does the following? |  |                           |                       |                          |   |                           |                       |                          |
|---|--|---------------------------|-----------------------|--------------------------|---|---------------------------|-----------------------|--------------------------|
|   | <i>Promotes openly sharing political views</i> |                           |                       | <i>Chi-Square (sig.)</i> | <i>Focuses on safety in the workplace</i> |                           |                       | <i>Chi-Square (sig.)</i> |
|   | <i>Not important</i>                           | <i>Somewhat important</i> | <i>Very important</i> |                          | <i>Not important</i>                      | <i>Somewhat important</i> | <i>Very important</i> |                          |
| <i>Percentages</i>  |  |                           |                       |                          |   |                           |                       |                          |
| <b>Total</b>  | 65   | 25                        | 10                    |                          | 6   | 21                        | 73                    |                          |
| <b>Community Size</b>   | (n = 907)                                      |                           |                       |                          | (n = 847)                                 |                           |                       |                          |
| Less than 500   | 66   | 25                        | 10                    |                          | 3   | 22                        | 75                    |                          |
| 500 - 999   | 74   | 21                        | 5                     |                          | 5   | 27                        | 68                    |                          |
| 1,000 - 4,999   | 65   | 26                        | 9                     |                          | 2   | 25                        | 72                    |                          |
| 5,000 - 9,999   | 59   | 23                        | 18                    | $\chi^2 = 11.13$         | 5   | 15                        | 80                    | $\chi^2 = 20.90^*$       |
| 10,000 and up   | 64   | 27                        | 9                     | (.195)                   | 9   | 18                        | 73                    | (.007)                   |
| <b>Region</b>   | (n = 916)                                      |                           |                       |                          | (n = 855)                                 |                           |                       |                          |
| Panhandle   | 61   | 20                        | 18                    |                          | 5   | 25                        | 71                    |                          |
| North Central   | 56   | 33                        | 12                    |                          | 7   | 17                        | 76                    |                          |
| South Central   | 69   | 22                        | 9                     |                          | 5   | 22                        | 73                    |                          |
| Northeast   | 65   | 28                        | 7                     | $\chi^2 = 19.42^*$       | 5   | 26                        | 69                    | $\chi^2 = 11.19$         |
| Southeast   | 70   | 22                        | 8                     | (.013)                   | 6   | 13                        | 81                    | (.191)                   |
| <b>Individual Attributes:</b>   |  |                           |                       |                          |   |                           |                       |                          |
| <i>Household Income Level</i>   | (n = 879)                                      |                           |                       |                          | (n = 822)                                 |                           |                       |                          |
| Under \$40,000  | 66   | 23                        | 11                    |                          | 9   | 17                        | 74                    |                          |
| \$40,000 - \$74,999   | 63   | 28                        | 9                     |                          | 5   | 24                        | 70                    |                          |
| \$75,000 - \$99,999   | 67   | 31                        | 2                     | $\chi^2 = 19.88^*$       | 5   | 16                        | 79                    | $\chi^2 = 12.65^*$       |
| \$100,000 and over  | 67   | 20                        | 13                    | (.003)                   | 3   | 22                        | 75                    | (.049)                   |
| <i>Age</i>  | (n = 918)                                      |                           |                       |                          | (n = 854)                                 |                           |                       |                          |
| 19 - 29   | 61   | 28                        | 11                    |                          | 6   | 22                        | 72                    |                          |
| 30 - 39   | 63   | 29                        | 8                     |                          | 3   | 32                        | 65                    |                          |
| 40 - 49   | 74   | 17                        | 10                    |                          | 6   | 13                        | 82                    |                          |
| 50 - 64   | 65   | 26                        | 9                     | $\chi^2 = 12.52$         | 5   | 23                        | 72                    | $\chi^2 = 27.53^*$       |
| 65 and older  | 61   | 28                        | 11                    | (.129)                   | 10  | 17                        | 73                    | (.000)                   |
| <i>Gender</i>   | (n = 907)                                      |                           |                       |                          | (n = 846)                                 |                           |                       |                          |
| Male  | 64   | 24                        | 12                    | $\chi^2 = 6.12^*$        | 7   | 25                        | 69                    | $\chi^2 = 9.15^*$        |
| Female  | 66   | 27                        | 7                     | (.047)                   | 5   | 18                        | 78                    | (.010)                   |
| <i>Education</i>  | (n = 904)                                      |                           |                       |                          | (n = 843)                                 |                           |                       |                          |
| High school diploma or less   | 63   | 29                        | 8                     |                          | 5   | 23                        | 72                    |                          |
| Some college  | 66   | 26                        | 8                     | $\chi^2 = 3.96$          | 7   | 22                        | 71                    | $\chi^2 = 2.28$          |
| Bachelors or grad degree  | 66   | 23                        | 11                    | (.411)                   | 5   | 21                        | 75                    | (.684)                   |
| <i>Marital Status</i>   | (n = 896)                                      |                           |                       |                          | (n = 836)                                 |                           |                       |                          |
| Married   | 65   | 24                        | 11                    |                          | 5   | 21                        | 74                    |                          |
| Never married   | 64   | 31                        | 5                     |                          | 8   | 25                        | 67                    |                          |
| Divorced/separated  | 70   | 21                        | 9                     | $\chi^2 = 10.64$         | 6   | 16                        | 78                    | $\chi^2 = 8.89$          |
| Widowed   | 67   | 24                        | 9                     | (.100)                   | 9   | 9                         | 82                    | (.180)                   |
| <i>Occupation</i>   | (n = 742)                                      |                           |                       |                          | (n = 678)                                 |                           |                       |                          |
| Mgt, prof or education  | 70   | 24                        | 7                     |                          | 3   | 23                        | 74                    |                          |
| Sales or office support   | 54   | 32                        | 15                    |                          | 10  | 18                        | 73                    |                          |
| Constrn, inst or maint  | 70   | 21                        | 9                     |                          | 3   | 21                        | 76                    |                          |
| Prodn/trans/warehsing   | 62   | 29                        | 9                     |                          | 2   | 25                        | 73                    |                          |
| Agriculture   | 62   | 28                        | 10                    |                          | 2   | 29                        | 69                    |                          |
| Food serv/pers. care  | 56   | 36                        | 9                     |                          | 8   | 21                        | 71                    |                          |
| Hlthcare supp/safety  | 69   | 23                        | 9                     | $\chi^2 = 26.36^*$       | 7   | 12                        | 82                    | $\chi^2 = 23.41$         |
| Other   | 41   | 24                        | 35                    | (.023)                   | 0   | 6                         | 94                    | (.054)                   |

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

Appendix Table 4 continued.

| How important is it to you to work at an organization or company that does the following? |  |                           |                       |                              |  |                           |                       |                              |
|---|--|---------------------------|-----------------------|------------------------------|--|---------------------------|-----------------------|------------------------------|
|   | <i>Prioritizes diversity and inclusion</i> |                           |                       | <i>Chi-Square<br/>(sig.)</i> | <i>Gives control over the tasks you do</i> |                           |                       | <i>Chi-Square<br/>(sig.)</i> |
|   | <i>Not important</i>                       | <i>Somewhat important</i> | <i>Very important</i> |                              | <i>Not important</i>                       | <i>Somewhat important</i> | <i>Very important</i> |                              |
| <i>Percentages</i>  |  |                           |                       |                              |  |                           |                       |                              |
| <b>Total</b>  | 32   | 34                        | 34                    |                              | 9  | 36                        | 54                    |                              |
| <b>Community Size</b>   |  | (n = 866)                 |                       |                              |  | (n = 851)                 |                       |                              |
| Less than 500   | 34   | 38                        | 29                    |                              | 9  | 35                        | 56                    |                              |
| 500 - 999   | 44   | 25                        | 31                    |                              | 12   | 31                        | 57                    |                              |
| 1,000 - 4,999   | 27   | 38                        | 36                    |                              | 6  | 35                        | 59                    |                              |
| 5,000 - 9,999   | 38   | 26                        | 36                    | $\chi^2 = 15.71^*$           | 6  | 37                        | 57                    | $\chi^2 = 10.34$             |
| 10,000 and up   | 29   | 36                        | 35                    | (.047)                       | 11   | 40                        | 49                    | (.242)                       |
| <b>Region</b>   |  | (n = 873)                 |                       |                              |  | (n = 857)                 |                       |                              |
| Panhandle   | 38   | 26                        | 36                    |                              | 7  | 36                        | 57                    |                              |
| North Central   | 26   | 36                        | 37                    |                              | 9  | 37                        | 54                    |                              |
| South Central   | 30   | 40                        | 30                    |                              | 7  | 36                        | 57                    |                              |
| Northeast   | 34   | 30                        | 36                    | $\chi^2 = 10.52$             | 9  | 35                        | 56                    | $\chi^2 = 10.87$             |
| Southeast   | 33   | 34                        | 33                    | (.230)                       | 15   | 39                        | 46                    | (.209)                       |
| <b>Individual Attributes:</b>   |  |                           |                       |                              |  |                           |                       |                              |
| <i>Household Income Level</i>   |  | (n = 838)                 |                       |                              |  | (n = 830)                 |                       |                              |
| Under \$40,000  | 31   | 37                        | 32                    |                              | 13   | 46                        | 41                    |                              |
| \$40,000 - \$74,999   | 32   | 36                        | 32                    |                              | 8  | 43                        | 49                    |                              |
| \$75,000 - \$99,999   | 31   | 29                        | 40                    | $\chi^2 = 4.36$              | 8  | 31                        | 62                    | $\chi^2 = 32.25^*$           |
| \$100,000 and over  | 33   | 33                        | 35                    | (.628)                       | 8  | 27                        | 65                    | (.000)                       |
| <i>Age</i>  |  | (n = 875)                 |                       |                              |  | (n = 860)                 |                       |                              |
| 19 - 29   | 38   | 33                        | 29                    |                              | 12   | 40                        | 49                    |                              |
| 30 - 39   | 28   | 33                        | 39                    |                              | 5  | 32                        | 63                    |                              |
| 40 - 49   | 35   | 32                        | 34                    |                              | 10   | 35                        | 56                    |                              |
| 50 - 64   | 30   | 36                        | 34                    | $\chi^2 = 8.35$              | 7  | 38                        | 55                    | $\chi^2 = 16.16^*$           |
| 65 and older  | 28   | 40                        | 32                    | (.400)                       | 16   | 36                        | 49                    | (.040)                       |
| <i>Gender</i>   |  | (n = 865)                 |                       |                              |  | (n = 853)                 |                       |                              |
| Male  | 42   | 33                        | 25                    | $\chi^2 = 44.84^*$           | 10   | 39                        | 51                    | $\chi^2 = 3.90$              |
| Female  | 22   | 35                        | 43                    | (.000)                       | 9  | 34                        | 58                    | (.142)                       |
| <i>Education</i>  |  | (n = 862)                 |                       |                              |  | (n = 849)                 |                       |                              |
| High school diploma or less   | 32   | 40                        | 28                    |                              | 7  | 54                        | 39                    |                              |
| Some college  | 36   | 32                        | 33                    | $\chi^2 = 6.60$              | 10   | 41                        | 49                    | $\chi^2 = 38.25^*$           |
| Bachelors or grad degree  | 29   | 35                        | 36                    | (.158)                       | 10   | 26                        | 64                    | (.000)                       |
| <i>Marital Status</i>   |  | (n = 854)                 |                       |                              |  | (n = 841)                 |                       |                              |
| Married   | 31   | 37                        | 33                    |                              | 8  | 30                        | 62                    |                              |
| Never married   | 40   | 28                        | 33                    |                              | 11   | 49                        | 40                    |                              |
| Divorced/separated  | 29   | 29                        | 42                    | $\chi^2 = 9.82$              | 11   | 43                        | 46                    | $\chi^2 = 33.04^*$           |
| Widowed   | 24   | 36                        | 39                    | (.132)                       | 16   | 42                        | 42                    | (.000)                       |
| <i>Occupation</i>   |  | (n = 699)                 |                       |                              |  | (n = 691)                 |                       |                              |
| Mgt, prof or education  | 29   | 32                        | 39                    |                              | 7  | 30                        | 64                    |                              |
| Sales or office support   | 33   | 33                        | 33                    |                              | 11   | 47                        | 43                    |                              |
| Constrn, inst or maint  | 48   | 37                        | 15                    |                              | 6  | 42                        | 52                    |                              |
| Prodn/trans/warehsing   | 27   | 30                        | 43                    |                              | 6  | 34                        | 60                    |                              |
| Agriculture   | 41   | 39                        | 20                    |                              | 6  | 40                        | 54                    |                              |
| Food serv/pers. care  | 22   | 50                        | 28                    |                              | 5  | 33                        | 63                    |                              |
| Hlthcare supp/safety  | 25   | 36                        | 40                    | $\chi^2 = 33.41^*$           | 11   | 38                        | 51                    | $\chi^2 = 18.06$             |
| 18.06Other  | 22   | 28                        | 50                    | (.003)                       | 0  | 44                        | 56                    | (.204)                       |

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



Appendix Table 4 continued.

| How important is it to you to work at an organization or company that does the following? |   |                           |                       |                          |                         |                           |                       |                          |
|---|---|---------------------------|-----------------------|--------------------------|-------------------------|---------------------------|-----------------------|--------------------------|
|   | <i>Gives opportunities to advance your career</i> |                           |                       | <i>Chi-Square (sig.)</i> | <i>Values your work</i> |                           |                       | <i>Chi-Square (sig.)</i> |
|   | <i>Not important</i>                              | <i>Somewhat important</i> | <i>Very important</i> |                          | <i>Not important</i>    | <i>Somewhat important</i> | <i>Very important</i> |                          |
| <i>Percentages</i>  |   |                           |                       |                          |                         |                           |                       |                          |
| <b>Total</b>  | 9   | 32                        | 60                    |                          | 5                       | 13                        | 82                    |                          |
| <b>Community Size</b>   |   | (n = 856)                 |                       |                          |                         | (n = 846)                 |                       |                          |
| Less than 500   | 4   | 43                        | 53                    |                          | 3                       | 16                        | 82                    |                          |
| 500 - 999   | 20  | 28                        | 53                    |                          | 10                      | 13                        | 77                    |                          |
| 1,000 - 4,999   | 6   | 27                        | 67                    |                          | 3                       | 12                        | 86                    |                          |
| 5,000 - 9,999   | 9   | 30                        | 61                    | $\chi^2 = 30.57^*$       | 6                       | 7                         | 87                    | $\chi^2 = 14.84$         |
| 10,000 and up   | 9   | 31                        | 61                    | (.000)                   | 6                       | 15                        | 79                    | (.062)                   |
| <b>Region</b>   |   | (n = 864)                 |                       |                          |                         | (n = 852)                 |                       |                          |
| Panhandle   | 7   | 33                        | 60                    |                          | 6                       | 11                        | 83                    |                          |
| North Central   | 7   | 30                        | 63                    |                          | 5                       | 21                        | 74                    |                          |
| South Central   | 6   | 37                        | 57                    |                          | 3                       | 12                        | 85                    |                          |
| Northeast   | 10  | 29                        | 61                    | $\chi^2 = 14.50$         | 6                       | 11                        | 83                    | $\chi^2 = 14.38$         |
| Southeast   | 14  | 24                        | 62                    | (.070)                   | 8                       | 13                        | 79                    | (.072)                   |
| <b>Individual Attributes:</b>   |   |                           |                       |                          |                         |                           |                       |                          |
| <b>Household Income Level</b>   |   | (n = 834)                 |                       |                          |                         | (n = 818)                 |                       |                          |
| Under \$40,000  | 15  | 32                        | 53                    |                          | 10                      | 15                        | 75                    |                          |
| \$40,000 - \$74,999   | 9   | 32                        | 60                    |                          | 5                       | 16                        | 79                    |                          |
| \$75,000 - \$99,999   | 6   | 31                        | 63                    | $\chi^2 = 16.23^*$       | 3                       | 8                         | 89                    | $\chi^2 = 17.97^*$       |
| \$100,000 and over  | 5   | 34                        | 62                    | (.013)                   | 4                       | 13                        | 84                    | (.006)                   |
| <b>Age</b>  |   | (n = 870)                 |                       |                          |                         | (n = 853)                 |                       |                          |
| 19 - 29   | 3   | 29                        | 69                    |                          | 0                       | 9                         | 91                    |                          |
| 30 - 39   | 5   | 29                        | 66                    |                          | 5                       | 11                        | 84                    |                          |
| 40 - 49   | 5   | 36                        | 59                    |                          | 4                       | 12                        | 84                    |                          |
| 50 - 64   | 12  | 34                        | 55                    | $\chi^2 = 41.97^*$       | 5                       | 17                        | 78                    | $\chi^2 = 44.46^*$       |
| 65 and older  | 20  | 29                        | 52                    | (.000)                   | 15                      | 17                        | 68                    | (.000)                   |
| <b>Gender</b>   |   | (n = 860)                 |                       |                          |                         | (n = 844)                 |                       |                          |
| Male  | 11  | 32                        | 57                    | $\chi^2 = 9.99^*$        | 7                       | 18                        | 75                    | $\chi^2 = 22.71^*$       |
| Female  | 6   | 31                        | 63                    | (.007)                   | 3                       | 9                         | 88                    | (.000)                   |
| <b>Education</b>  |   | (n = 856)                 |                       |                          |                         | (n = 841)                 |                       |                          |
| High school diploma or less   | 10  | 31                        | 58                    |                          | 8                       | 14                        | 78                    |                          |
| Some college  | 10  | 30                        | 60                    | $\chi^2 = 4.41$          | 6                       | 16                        | 79                    | $\chi^2 = 6.74$          |
| Bachelors or grad degree  | 6   | 34                        | 60                    | (.354)                   | 4                       | 11                        | 85                    | (.151)                   |
| <b>Marital Status</b>   |   | (n = 849)                 |                       |                          |                         | (n = 833)                 |                       |                          |
| Married   | 7   | 31                        | 62                    |                          | 5                       | 12                        | 83                    |                          |
| Never married   | 10  | 32                        | 58                    |                          | 5                       | 17                        | 79                    |                          |
| Divorced/separated  | 12  | 33                        | 55                    | $\chi^2 = 8.11$          | 8                       | 13                        | 80                    | $\chi^2 = 11.05$         |
| Widowed   | 18  | 32                        | 50                    | (.230)                   | 16                      | 16                        | 69                    | (.087)                   |
| <b>Occupation</b>   |   | (n = 693)                 |                       |                          |                         | (n = 686)                 |                       |                          |
| Mgt, prof or education  | 4   | 31                        | 65                    |                          | 2                       | 8                         | 90                    |                          |
| Sales or office support   | 6   | 38                        | 56                    |                          | 0                       | 22                        | 78                    |                          |
| Constrn, inst or maint  | 7   | 25                        | 68                    |                          | 8                       | 13                        | 79                    |                          |
| Prodn/trans/warehsing   | 6   | 28                        | 66                    |                          | 8                       | 9                         | 83                    |                          |
| Agriculture   | 9   | 30                        | 61                    |                          | 2                       | 27                        | 72                    |                          |
| Food serv/pers. care  | 10  | 36                        | 54                    |                          | 5                       | 3                         | 92                    |                          |
| Hlthcare supp/safety  | 6   | 38                        | 56                    | $\chi^2 = 10.69$         | 2                       | 16                        | 82                    | $\chi^2 = 44.61^*$       |
| Other   | 6   | 29                        | 65                    | (.710)                   | 0                       | 5                         | 95                    | (.000)                   |

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

Appendix Table 4 continued.

| How important is it to you to work at an organization or company that does the following? |                           |                    |                |                      |   |                    |                |                      |
|---|---------------------------|--------------------|----------------|----------------------|---|--------------------|----------------|----------------------|
|   | Gives you meaningful work |                    |                | Chi-Square<br>(sig.) | Gives you flexibility in your work location |                    |                | Chi-Square<br>(sig.) |
|   | Not important             | Somewhat important | Very important |                      | Not important                               | Somewhat important | Very important |                      |
| <i>Percentages</i>  |                           |                    |                |                      |   |                    |                |                      |
| <b>Total</b>  | 7                         | 21                 | 72             |                      | 33  | 32                 | 35             |                      |
| <b>Community Size</b>   |                           | (n = 836)          |                |                      |   | (n = 868)          |                |                      |
| Less than 500   | 5                         | 29                 | 67             |                      | 34  | 35                 | 32             |                      |
| 500 - 999   | 7                         | 29                 | 64             |                      | 29  | 34                 | 37             |                      |
| 1,000 - 4,999   | 4                         | 23                 | 73             |                      | 30  | 32                 | 39             |                      |
| 5,000 - 9,999   | 9                         | 12                 | 79             | $\chi^2 = 21.01^*$   | 37  | 26                 | 38             | $\chi^2 = 5.65$      |
| 10,000 and up   | 8                         | 16                 | 75             | (.007)               | 36  | 30                 | 34             | (.686)               |
| <b>Region</b>   |                           | (n = 843)          |                |                      |   | (n = 873)          |                |                      |
| Panhandle   | 11                        | 15                 | 74             |                      | 31  | 36                 | 33             |                      |
| North Central   | 4                         | 22                 | 75             |                      | 32  | 27                 | 41             |                      |
| South Central   | 6                         | 20                 | 74             |                      | 30  | 34                 | 36             |                      |
| Northeast   | 5                         | 24                 | 71             | $\chi^2 = 10.01$     | 37  | 32                 | 31             | $\chi^2 = 7.30$      |
| Southeast   | 10                        | 22                 | 69             | (.265)               | 35  | 28                 | 37             | (.505)               |
| <b>Individual Attributes:</b>   |                           |                    |                |                      |   |                    |                |                      |
| <b>Household Income Level</b>   |                           | (n = 810)          |                |                      |   | (n = 845)          |                |                      |
| Under \$40,000  | 15                        | 22                 | 63             |                      | 25  | 36                 | 39             |                      |
| \$40,000 - \$74,999   | 7                         | 26                 | 68             |                      | 34  | 30                 | 35             |                      |
| \$75,000 - \$99,999   | 4                         | 22                 | 74             | $\chi^2 = 36.48^*$   | 42  | 28                 | 30             | $\chi^2 = 10.43$     |
| \$100,000 and over  | 2                         | 15                 | 83             | (.000)               | 31  | 34                 | 35             | (.108)               |
| <b>Age</b>  |                           | (n = 844)          |                |                      |   | (n = 877)          |                |                      |
| 19 - 29   | 6                         | 21                 | 73             |                      | 31  | 34                 | 36             |                      |
| 30 - 39   | 3                         | 21                 | 76             |                      | 33  | 29                 | 38             |                      |
| 40 - 49   | 4                         | 17                 | 79             |                      | 26  | 34                 | 40             |                      |
| 50 - 64   | 8                         | 23                 | 69             | $\chi^2 = 25.85^*$   | 38  | 31                 | 31             | $\chi^2 = 9.77$      |
| 65 and older  | 15                        | 21                 | 64             | (.001)               | 38  | 29                 | 32             | (.282)               |
| <b>Gender</b>   |                           | (n = 836)          |                |                      |   | (n = 871)          |                |                      |
| Male  | 9                         | 23                 | 67             | $\chi^2 = 14.60^*$   | 39  | 31                 | 30             | $\chi^2 = 19.03^*$   |
| Female  | 4                         | 18                 | 78             | (.000)               | 26  | 33                 | 41             | (.000)               |
| <b>Education</b>  |                           | (n = 832)          |                |                      |   | (n = 865)          |                |                      |
| High school diploma or less   | 7                         | 30                 | 64             |                      | 40  | 27                 | 34             |                      |
| Some college  | 8                         | 22                 | 70             | $\chi^2 = 11.73^*$   | 31  | 34                 | 35             | $\chi^2 = 4.38$      |
| Bachelors or grad degree  | 6                         | 17                 | 78             | (.019)               | 34  | 32                 | 35             | (.356)               |
| <b>Marital Status</b>   |                           | (n = 827)          |                |                      |   | (n = 862)          |                |                      |
| Married   | 6                         | 17                 | 76             |                      | 34  | 31                 | 35             |                      |
| Never married   | 9                         | 27                 | 64             |                      | 34  | 28                 | 38             |                      |
| Divorced/separated  | 5                         | 33                 | 63             | $\chi^2 = 20.94^*$   | 28  | 34                 | 38             | $\chi^2 = 3.04$      |
| Widowed   | 16                        | 19                 | 65             | (.002)               | 34  | 38                 | 28             | (.804)               |
| <b>Occupation</b>   |                           | (n = 676)          |                |                      |   | (n = 711)          |                |                      |
| Mgt, prof or education  | 1                         | 15                 | 84             |                      | 32  | 29                 | 39             |                      |
| Sales or office support   | 11                        | 17                 | 72             |                      | 19  | 51                 | 30             |                      |
| Constrn, inst or maint  | 8                         | 21                 | 71             |                      | 38  | 27                 | 35             |                      |
| Prodn/trans/warehsing   | 3                         | 25                 | 72             |                      | 27  | 33                 | 40             |                      |
| Agriculture   | 9                         | 40                 | 51             |                      | 41  | 26                 | 33             |                      |
| Food serv/pers. care  | 3                         | 30                 | 67             |                      | 26  | 41                 | 33             |                      |
| Hlthcare supp/safety  | 10                        | 17                 | 73             | $\chi^2 = 55.95^*$   | 33  | 36                 | 32             | $\chi^2 = 24.42^*$   |
| Other   | 0                         | 5                  | 95             | (.000)               | 12  | 35                 | 53             | (.041)               |

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

Appendix Table 4 continued.

| How important is it to you to work at an organization or company that does the following? |   |                           |                       |                          |   |                           |                       |                          |
|---|---|---------------------------|-----------------------|--------------------------|---|---------------------------|-----------------------|--------------------------|
|   | <i>Gives you flexibility in your work hours</i> |                           |                       | <i>Chi-Square (sig.)</i> | <i>Seeks feedback on company decisions/strategy</i> |                           |                       | <i>Chi-Square (sig.)</i> |
|   | <i>Not important</i>                            | <i>Somewhat important</i> | <i>Very important</i> |                          | <i>Not important</i>                                | <i>Somewhat important</i> | <i>Very important</i> |                          |
| <i>Percentages</i>  |   |                           |                       |                          |   |                           |                       |                          |
| <b>Total</b>  | 15  | 41                        | 44                    |                          | 13  | 41                        | 46                    |                          |
| <b>Community Size</b>   | (n = 853)                                       |                           |                       |                          | (n = 874)   |                           |                       |                          |
| Less than 500   | 9   | 46                        | 45                    |                          | 11  | 49                        | 40                    |                          |
| 500 - 999   | 15  | 40                        | 45                    |                          | 20  | 38                        | 42                    |                          |
| 1,000 - 4,999   | 14  | 39                        | 47                    |                          | 7   | 40                        | 53                    |                          |
| 5,000 - 9,999   | 19  | 40                        | 42                    | $\chi^2 = 6.41$          | 15  | 40                        | 45                    | $\chi^2 = 17.64^*$       |
| 10,000 and up   | 17  | 41                        | 43                    | (.601)                   | 14  | 41                        | 45                    | (.024)                   |
| <b>Region</b>   | (n = 860)                                       |                           |                       |                          | (n = 883)   |                           |                       |                          |
| Panhandle   | 11  | 52                        | 37                    |                          | 14  | 42                        | 44                    |                          |
| North Central   | 18  | 31                        | 51                    |                          | 12  | 35                        | 53                    |                          |
| South Central   | 9   | 43                        | 48                    |                          | 14  | 40                        | 46                    |                          |
| Northeast   | 19  | 42                        | 39                    | $\chi^2 = 22.32^*$       | 11  | 48                        | 41                    | $\chi^2 = 8.05$          |
| Southeast   | 18  | 36                        | 47                    | (.004)                   | 12  | 38                        | 49                    | (.429)                   |
| <b>Individual Attributes:</b>   |   |                           |                       |                          |   |                           |                       |                          |
| <b>Household Income Level</b>   | (n = 827)                                       |                           |                       |                          | (n = 851)   |                           |                       |                          |
| Under \$40,000  | 18  | 32                        | 50                    |                          | 23  | 34                        | 43                    |                          |
| \$40,000 - \$74,999   | 12  | 40                        | 48                    |                          | 15  | 42                        | 43                    |                          |
| \$75,000 - \$99,999   | 15  | 49                        | 36                    | $\chi^2 = 13.69^*$       | 12  | 39                        | 50                    | $\chi^2 = 34.62^*$       |
| \$100,000 and over  | 16  | 43                        | 41                    | (.033)                   | 5   | 47                        | 49                    | (.000)                   |
| <b>Age</b>  | (n = 860)                                       |                           |                       |                          | (n = 885)   |                           |                       |                          |
| 19 - 29   | 3   | 49                        | 49                    |                          | 8   | 44                        | 47                    |                          |
| 30 - 39   | 7   | 45                        | 48                    |                          | 11  | 38                        | 52                    |                          |
| 40 - 49   | 12  | 40                        | 48                    |                          | 7   | 45                        | 49                    |                          |
| 50 - 64   | 25  | 36                        | 40                    | $\chi^2 = 62.27^*$       | 15  | 42                        | 43                    | $\chi^2 = 34.84^*$       |
| 65 and older  | 28  | 34                        | 38                    | (.000)                   | 26  | 35                        | 39                    | (.000)                   |
| <b>Gender</b>   | (n = 853)                                       |                           |                       |                          | (n = 878)   |                           |                       |                          |
| Male  | 19  | 43                        | 38                    | $\chi^2 = 17.39^*$       | 17  | 44                        | 40                    | $\chi^2 = 18.36^*$       |
| Female  | 11  | 38                        | 51                    | (.000)                   | 9   | 39                        | 52                    | (.000)                   |
| <b>Education</b>  | (n = 847)                                       |                           |                       |                          | (n = 873)   |                           |                       |                          |
| High school diploma or less   | 18  | 35                        | 47                    |                          | 22  | 41                        | 37                    |                          |
| Some college  | 13  | 41                        | 46                    | $\chi^2 = 5.13$          | 15  | 46                        | 40                    | $\chi^2 = 33.47^*$       |
| Bachelors or grad degree  | 16  | 44                        | 41                    | (.274)                   | 7   | 38                        | 55                    | (.000)                   |
| <b>Marital Status</b>   | (n = 843)                                       |                           |                       |                          | (n = 868)   |                           |                       |                          |
| Married   | 17  | 40                        | 43                    |                          | 12  | 43                        | 45                    |                          |
| Never married   | 9   | 41                        | 50                    |                          | 16  | 37                        | 47                    |                          |
| Divorced/separated  | 14  | 34                        | 52                    | $\chi^2 = 11.99$         | 13  | 35                        | 52                    | $\chi^2 = 5.52$          |
| Widowed   | 27  | 40                        | 33                    | (.062)                   | 18  | 35                        | 47                    | (.479)                   |
| <b>Occupation</b>   | (n = 695)                                       |                           |                       |                          | (n = 714)   |                           |                       |                          |
| Mgt, prof or education  | 14  | 41                        | 45                    |                          | 6   | 37                        | 57                    |                          |
| Sales or office support   | 3   | 60                        | 38                    |                          | 18  | 53                        | 29                    |                          |
| Constrn, inst or maint  | 20  | 30                        | 50                    |                          | 14  | 53                        | 33                    |                          |
| Prodn/trans/warehsing   | 12  | 33                        | 56                    |                          | 12  | 37                        | 51                    |                          |
| Agriculture   | 9   | 48                        | 43                    |                          | 10  | 30                        | 60                    |                          |
| Food serv/pers. care  | 14  | 30                        | 56                    |                          | 10  | 55                        | 36                    |                          |
| Healthcare supp/safety  | 13  | 48                        | 39                    | $\chi^2 = 35.10^*$       | 12  | 51                        | 37                    | $\chi^2 = 46.93^*$       |
| Other   | 0   | 21                        | 79                    | (.001)                   | 5   | 26                        | 68                    | (.000)                   |

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

Appendix Table 4 continued.

| How important is it to you to work at an organization or company that does the following? |   |                           |                       |                          |   |                           |                       |                          |
|---|---|---------------------------|-----------------------|--------------------------|---|---------------------------|-----------------------|--------------------------|
|   | <i>Offers professional development or career training</i> |                           |                       | <i>Chi-Square (sig.)</i> | <i>Is concerned about environmental factors such as air and water quality</i> |                           |                       | <i>Chi-Square (sig.)</i> |
|   | <i>Not important</i>                                      | <i>Somewhat important</i> | <i>Very important</i> |                          | <i>Not important</i>  | <i>Somewhat important</i> | <i>Very important</i> |                          |
| <i>Percentages</i>  |   |                           |                       |                          |   |                           |                       |                          |
| <b>Total</b>  | 14  | 35                        | 51                    |                          | 21  | 44                        | 36                    |                          |
| <b>Community Size</b>   |   | (n = 868)                 |                       |                          |   | (n = 872)                 |                       |                          |
| Less than 500   | 14  | 39                        | 47                    |                          | 21  | 53                        | 25                    |                          |
| 500 - 999   | 25  | 37                        | 39                    |                          | 22  | 45                        | 33                    |                          |
| 1,000 - 4,999   | 9   | 31                        | 59                    |                          | 18  | 42                        | 39                    |                          |
| 5,000 - 9,999   | 15  | 33                        | 52                    | $\chi^2 = 20.21^*$       | 29  | 33                        | 38                    | $\chi^2 = 15.59^*$       |
| 10,000 and up   | 14  | 37                        | 49                    | (.010)                   | 20  | 43                        | 38                    | (.049)                   |
| <b>Region</b>   |   | (n = 876)                 |                       |                          |   | (n = 882)                 |                       |                          |
| Panhandle   | 14  | 36                        | 51                    |                          | 23  | 38                        | 39                    |                          |
| North Central   | 13  | 34                        | 53                    |                          | 24  | 50                        | 26                    |                          |
| South Central   | 13  | 43                        | 44                    |                          | 22  | 45                        | 33                    |                          |
| Northeast   | 15  | 31                        | 54                    | $\chi^2 = 14.62$         | 17  | 43                        | 40                    | $\chi^2 = 11.28$         |
| Southeast   | 16  | 27                        | 57                    | (.067)                   | 20  | 40                        | 40                    | (.187)                   |
| <b>Individual Attributes:</b>   |   |                           |                       |                          |   |                           |                       |                          |
| <i>Household Income Level</i>   |   | (n = 843)                 |                       |                          |   | (n = 848)                 |                       |                          |
| Under \$40,000  | 22  | 28                        | 50                    |                          | 24  | 34                        | 42                    |                          |
| \$40,000 - \$74,999   | 15  | 38                        | 46                    |                          | 22  | 46                        | 32                    |                          |
| \$75,000 - \$99,999   | 9   | 37                        | 54                    | $\chi^2 = 17.45^*$       | 16  | 50                        | 34                    | $\chi^2 = 11.69$         |
| \$100,000 and over  | 11  | 34                        | 55                    | (.008)                   | 19  | 45                        | 36                    | (.069)                   |
| <i>Age</i>  |   | (n = 879)                 |                       |                          |   | (n = 881)                 |                       |                          |
| 19 - 29   | 5   | 39                        | 56                    |                          | 18  | 50                        | 33                    |                          |
| 30 - 39   | 10  | 30                        | 60                    |                          | 20  | 55                        | 26                    |                          |
| 40 - 49   | 12  | 41                        | 47                    |                          | 18  | 44                        | 38                    |                          |
| 50 - 64   | 17  | 36                        | 47                    | $\chi^2 = 44.50^*$       | 22  | 39                        | 39                    | $\chi^2 = 26.26^*$       |
| 65 and older  | 28  | 26                        | 46                    | (.000)                   | 27  | 30                        | 43                    | (.000)                   |
| <i>Gender</i>   |   | (n = 868)                 |                       |                          |   | (n = 874)                 |                       |                          |
| Male  | 20  | 39                        | 41                    | $\chi^2 = 41.43^*$       | 23  | 44                        | 33                    | $\chi^2 = 5.08$          |
| Female  | 8   | 31                        | 61                    | (.000)                   | 18  | 43                        | 39                    | (.079)                   |
| <i>Education</i>  |   | (n = 867)                 |                       |                          |   | (n = 871)                 |                       |                          |
| High school diploma or less   | 23  | 38                        | 38                    |                          | 20  | 44                        | 36                    |                          |
| Some college  | 15  | 37                        | 48                    | $\chi^2 = 20.66^*$       | 20  | 47                        | 32                    | $\chi^2 = 3.32$          |
| Bachelors or grad degree  | 10  | 33                        | 57                    | (.000)                   | 22  | 41                        | 38                    | (.506)                   |
| <i>Marital Status</i>   |   | (n = 859)                 |                       |                          |   | (n = 863)                 |                       |                          |
| Married   | 13  | 35                        | 52                    |                          | 20  | 46                        | 34                    |                          |
| Never married   | 18  | 36                        | 46                    |                          | 21  | 43                        | 36                    |                          |
| Divorced/separated  | 14  | 33                        | 52                    | $\chi^2 = 3.39$          | 20  | 34                        | 47                    | $\chi^2 = 8.14$          |
| Widowed   | 18  | 33                        | 49                    | (.759)                   | 24  | 30                        | 46                    | (.228)                   |
| <i>Occupation</i>   |   | (n = 705)                 |                       |                          |   | (n = 708)                 |                       |                          |
| Mgt, prof or education  | 11  | 26                        | 63                    |                          | 25  | 37                        | 38                    |                          |
| Sales or office support   | 5   | 41                        | 54                    |                          | 17  | 59                        | 24                    |                          |
| Constrn, inst or maint  | 15  | 48                        | 37                    |                          | 16  | 48                        | 36                    |                          |
| Prodn/trans/warehsing   | 14  | 39                        | 47                    |                          | 14  | 48                        | 38                    |                          |
| Agriculture   | 13  | 40                        | 46                    |                          | 12  | 49                        | 39                    |                          |
| Food serv/pers. care  | 9   | 49                        | 43                    |                          | 8   | 53                        | 40                    |                          |
| Hlthcare supp/safety  | 7   | 46                        | 47                    | $\chi^2 = 32.69^*$       | 20  | 55                        | 26                    | $\chi^2 = 28.56^*$       |
| Other   | 18  | 29                        | 53                    | (.003)                   | 12  | 47                        | 41                    | (.012)                   |

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

Appendix Table 4 continued.

| How important is it to you to work at an organization or company that does the following? |   |                           |                       |                          |   |                           |                       |                          |
|---|---|---------------------------|-----------------------|--------------------------|---|---------------------------|-----------------------|--------------------------|
|   | <i>Has commitment to the same values I have</i> |                           |                       | <i>Chi-Square (sig.)</i> | <i>Has a sense of belonging among employees</i> |                           |                       | <i>Chi-Square (sig.)</i> |
|   | <i>Not important</i>                            | <i>Somewhat important</i> | <i>Very important</i> |                          | <i>Not important</i>                            | <i>Somewhat important</i> | <i>Very important</i> |                          |
| <i>Percentages</i>  |   |                           |                       |                          |   |                           |                       |                          |
| <b>Total</b>  | 13  | 40                        | 47                    |                          | 10  | 31                        | 59                    |                          |
| <b>Community Size</b>   |   | (n = 867)                 |                       |                          |   | (n = 861)                 |                       |                          |
| Less than 500   | 15  | 43                        | 43                    |                          | 11  | 31                        | 57                    |                          |
| 500 - 999   | 8   | 52                        | 41                    |                          | 16  | 40                        | 44                    |                          |
| 1,000 - 4,999   | 10  | 38                        | 53                    |                          | 5   | 35                        | 60                    |                          |
| 5,000 - 9,999   | 22  | 36                        | 42                    | $\chi^2 = 16.92^*$       | 16  | 19                        | 66                    | $\chi^2 = 25.47^*$       |
| 10,000 and up   | 14  | 38                        | 48                    | (.031)                   | 10  | 29                        | 62                    | (.001)                   |
| <b>Region</b>   |   | (n = 876)                 |                       |                          |   | (n = 869)                 |                       |                          |
| Panhandle   | 16  | 35                        | 50                    |                          | 15  | 22                        | 63                    |                          |
| North Central   | 11  | 30                        | 59                    |                          | 11  | 20                        | 69                    |                          |
| South Central   | 14  | 45                        | 41                    |                          | 9   | 39                        | 52                    |                          |
| Northeast   | 11  | 44                        | 46                    | $\chi^2 = 17.99^*$       | 8   | 30                        | 62                    | $\chi^2 = 23.18^*$       |
| Southeast   | 18  | 36                        | 46                    | (.021)                   | 14  | 30                        | 56                    | (.003)                   |
| <b>Individual Attributes:</b>   |   |                           |                       |                          |   |                           |                       |                          |
| <i>Household Income Level</i>   |   | (n = 842)                 |                       |                          |   | (n = 833)                 |                       |                          |
| Under \$40,000  | 21  | 40                        | 39                    |                          | 19  | 25                        | 56                    |                          |
| \$40,000 - \$74,999   | 14  | 40                        | 46                    |                          | 10  | 39                        | 51                    |                          |
| \$75,000 - \$99,999   | 13  | 49                        | 38                    | $\chi^2 = 21.24^*$       | 9   | 29                        | 63                    | $\chi^2 = 31.29^*$       |
| \$100,000 and over  | 9   | 37                        | 54                    | (.002)                   | 5   | 29                        | 65                    | (.000)                   |
| <i>Age</i>  |   | (n = 876)                 |                       |                          |   | (n = 869)                 |                       |                          |
| 19 - 29   | 8   | 39                        | 53                    |                          | 6   | 37                        | 57                    |                          |
| 30 - 39   | 7   | 45                        | 48                    |                          | 6   | 31                        | 62                    |                          |
| 40 - 49   | 15  | 39                        | 47                    |                          | 9   | 27                        | 64                    |                          |
| 50 - 64   | 14  | 41                        | 45                    | $\chi^2 = 22.56^*$       | 12  | 30                        | 58                    | $\chi^2 = 22.29^*$       |
| 65 and older  | 23  | 37                        | 40                    | (.004)                   | 19  | 30                        | 51                    | (.004)                   |
| <i>Gender</i>   |   | (n = 867)                 |                       |                          |   | (n = 862)                 |                       |                          |
| Male  | 16  | 46                        | 38                    | $\chi^2 = 26.44^*$       | 14  | 32                        | 54                    | $\chi^2 = 18.39^*$       |
| Female  | 10  | 35                        | 55                    | (.000)                   | 6   | 30                        | 64                    | (.000)                   |
| <i>Education</i>  |   | (n = 864)                 |                       |                          |   | (n = 859)                 |                       |                          |
| High school diploma or less   | 26  | 42                        | 32                    |                          | 21  | 32                        | 47                    |                          |
| Some college  | 13  | 45                        | 42                    | $\chi^2 = 39.40^*$       | 9   | 36                        | 56                    | $\chi^2 = 30.29^*$       |
| Bachelors or grad degree  | 9   | 36                        | 56                    | (.000)                   | 8   | 27                        | 65                    | (.000)                   |
| <i>Marital Status</i>   |   | (n = 858)                 |                       |                          |   | (n = 851)                 |                       |                          |
| Married   | 13  | 37                        | 50                    |                          | 9   | 29                        | 62                    |                          |
| Never married   | 16  | 49                        | 35                    |                          | 13  | 39                        | 48                    |                          |
| Divorced/separated  | 10  | 40                        | 50                    | $\chi^2 = 16.84^*$       | 10  | 30                        | 60                    | $\chi^2 = 13.44^*$       |
| Widowed   | 23  | 45                        | 32                    | (.010)                   | 19  | 29                        | 52                    | (.037)                   |
| <i>Occupation</i>   |   | (n = 708)                 |                       |                          |   | (n = 700)                 |                       |                          |
| Mgt, prof or education  | 7   | 38                        | 55                    |                          | 4   | 25                        | 71                    |                          |
| Sales or office support   | 11  | 44                        | 45                    |                          | 10  | 32                        | 58                    |                          |
| Constrn, inst or maint  | 9   | 61                        | 30                    |                          | 7   | 43                        | 51                    |                          |
| Prodn/trans/warehsing   | 14  | 52                        | 34                    |                          | 14  | 41                        | 46                    |                          |
| Agriculture   | 15  | 43                        | 43                    |                          | 16  | 38                        | 46                    |                          |
| Food serv/pers. care  | 9   | 61                        | 30                    |                          | 7   | 47                        | 47                    |                          |
| Hlthcare supp/safety  | 16  | 23                        | 62                    | $\chi^2 = 52.06^*$       | 9   | 29                        | 62                    | $\chi^2 = 52.04^*$       |
| Other   | 0   | 26                        | 74                    | (.000)                   | 0   | 0                         | 100                   | (.000)                   |

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

*Appendix Table 5. Workplace Characteristics of Current Employer by Community Size, Region and Individual Attributes*

| <i>Does your current employer do each of the following?</i> |  |   |  |  |   |
|---|--|---|--|--|---|
|   | <i>Promotes openly sharing political views</i> | <i>Focuses on safety in the workplace</i> | <i>Prioritizes diversity and inclusion</i> | <i>Gives control over the tasks you do</i> | <i>Gives opportunities to advance your career</i> |
| <i>Percent answering yes for each.</i>                      |  |   |  |  |   |
| <b>Total</b>  | 23   | 71  | 48   | 62   | 51  |
| <b>Community Size</b>                                       |  |   | (n = 756)                                  |  |   |
| Less than 500   | 24   | 83*                                       | 44   | 72*  | 50*   |
| 500 - 999   | 13   | 44*                                       | 34   | 66*  | 32*   |
| 1,000 - 4,999   | 28   | 71*                                       | 51   | 60*  | 50*   |
| 5,000 - 9,999   | 25   | 78*                                       | 46   | 52*  | 53*   |
| 10,000 and up   | 22   | 72*                                       | 50   | 59*  | 57*   |
| <b>Region</b>   |  |   | (n = 756)                                  |  |   |
| Panhandle   | 33*  | 69*                                       | 47*  | 63*  | 61*   |
| North Central   | 28*  | 72*                                       | 51*  | 73*  | 57*   |
| South Central   | 29*  | 81*                                       | 54*  | 68*  | 61*   |
| Northeast   | 16*  | 63*                                       | 40*  | 51*  | 44*   |
| Southeast   | 14*  | 66*                                       | 45*  | 54*  | 31*   |
| <b>Income Level</b>   |  |   | (n = 736)                                  |  |   |
| Under \$40,000  | 29   | 67*                                       | 43   | 64*  | 49*   |
| \$40,000 - \$74,999   | 21   | 68*                                       | 44   | 59*  | 47*   |
| \$75,000 - \$99,999   | 18   | 69*                                       | 47   | 50*  | 41*   |
| \$100,000 and over  | 26   | 79*                                       | 55   | 69*  | 63*   |
| <b>Age</b>  |  |   | (n = 758)                                  |  |   |
| 19 - 29   | 22   | 75*                                       | 50   | 56*  | 56*   |
| 30 - 39   | 26   | 63*                                       | 50   | 69*  | 62*   |
| 40 - 49   | 26   | 81*                                       | 48   | 66*  | 53*   |
| 50 - 64   | 20   | 74*                                       | 48   | 63*  | 46*   |
| 65 and older  | 22   | 53*                                       | 35   | 46*  | 32*   |
| <b>Gender</b>   |  |   | (n = 752)                                  |  |   |
| Male  | 27*  | 70  | 43*  | 62   | 51  |
| Female  | 19*  | 74  | 53*  | 61   | 52  |
| <b>Marital Status</b>                                       |  |   | (n = 742)                                  |  |   |
| Married   | 26*  | 75*                                       | 50   | 65*  | 54*   |
| Never married   | 15*  | 67*                                       | 45   | 48*  | 47*   |
| Divorced/separated  | 22*  | 60*                                       | 40   | 61*  | 44*   |
| Widowed   | 17*  | 61*                                       | 38   | 54*  | 29*   |
| <b>Education</b>  |  |   | (n = 754)                                  |  |   |
| H.S. diploma or less  | 19   | 73  | 42*  | 69*  | 45  |
| Some college  | 20   | 67  | 42*  | 55*  | 51  |
| Bachelors degree  | 26   | 75  | 54*  | 66*  | 54  |
| <b>Occupation</b>   |  |   | (n = 671)                                  |  |   |
| Mgt, prof or education                                      | 21*  | 74  | 49*  | 65*  | 48*   |
| Sales or office support                                     | 27*  | 73  | 57*  | 62*  | 58*   |
| Constn, inst or maint                                       | 25*  | 75  | 40*  | 75*  | 46*   |
| Prodn/trans/warehsing                                       | 18*  | 57  | 31*  | 44*  | 34*   |
| Agriculture   | 43*  | 79  | 49*  | 77*  | 64*   |
| Food serv/pers. care  | 19*  | 63  | 49*  | 58*  | 52*   |
| Hlthcare supp/safety  | 15*  | 75  | 60*  | 56*  | 66*   |
| Other   | 20*  | 67  | 22*  | 44*  | 44*   |

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

| <i>Does your current employer do each of the following?</i> |                         |                                  |   |  |   |
|---|-------------------------|----------------------------------|---|--|---|
|   | <i>Values your work</i> | <i>Gives you meaningful work</i> | <i>Gives you flexibility in work location</i> | <i>Gives you flexibility in work hours</i> | <i>Seeks feedback on company decisions/strategy</i> |
| <b>Total</b>  | 62                      | 60                               | 36  | 48   | 41  |
| <b>Community Size</b>                                       |                         |                                  | (n = 756)                                     |  |   |
| Less than 500   | 61*                     | 62                               | 29  | 60*  | 39*   |
| 500 - 999   | 49*                     | 53                               | 37  | 54*  | 24*   |
| 1,000 - 4,999   | 66*                     | 58                               | 42  | 49*  | 49*   |
| 5,000 - 9,999   | 52*                     | 60                               | 26  | 33*  | 29*   |
| 10,000 and up   | 65*                     | 62                               | 37  | 45*  | 43*   |
| <b>Region</b>   |                         |                                  | (n = 756)                                     |  |   |
| Panhandle   | 66*                     | 66*                              | 38*   | 45*  | 37*   |
| North Central   | 69*                     | 70*                              | 42*   | 52*  | 54*   |
| South Central   | 72*                     | 67*                              | 42*   | 56*  | 45*   |
| Northeast   | 57*                     | 48*                              | 30*   | 39*  | 31*   |
| Southeast   | 40*                     | 52*                              | 27*   | 48*  | 39*   |
| <b>Income Level</b>   |                         |                                  | (n = 736)                                     |  |   |
| Under \$40,000  | 54*                     | 54*                              | 35*   | 41*  | 33*   |
| \$40,000 - \$74,999   | 58*                     | 53*                              | 34*   | 51*  | 34*   |
| \$75,000 - \$99,999   | 56*                     | 58*                              | 24*   | 40*  | 33*   |
| \$100,000 and over  | 74*                     | 73*                              | 45*   | 55*  | 55*   |
| <b>Age</b>  |                         |                                  | (n = 758)                                     |  |   |
| 19 - 29   | 62                      | 53*                              | 28*   | 41*  | 34*   |
| 30 - 39   | 67                      | 66*                              | 44*   | 55*  | 44*   |
| 40 - 49   | 65                      | 66*                              | 48*   | 60*  | 51*   |
| 50 - 64   | 61                      | 62*                              | 29*   | 44*  | 36*   |
| 65 and older  | 51                      | 45*                              | 27*   | 35*  | 35*   |
| <b>Gender</b>   |                         |                                  | (n = 752)                                     |  |   |
| Male  | 59*                     | 57*                              | 34  | 48   | 40  |
| Female  | 66*                     | 64*                              | 38  | 50   | 42  |
| <b>Marital Status</b>                                       |                         |                                  | (n = 742)                                     |  |   |
| Married   | 67*                     | 64*                              | 39*   | 51   | 45*   |
| Never married   | 49*                     | 46*                              | 27*   | 42   | 33*   |
| Divorced/separated  | 56*                     | 58*                              | 38*   | 56   | 38*   |
| Widowed   | 46*                     | 42*                              | 21*   | 39   | 25*   |
| <b>Education</b>  |                         |                                  | (n = 754)                                     |  |   |
| H.S. diploma or less  | 58                      | 62                               | 19*   | 50   | 29*   |
| Some college  | 61                      | 57                               | 34*   | 47   | 32*   |
| Bachelors degree  | 64                      | 63                               | 43*   | 49   | 51*   |
| <b>Occupation</b>   |                         |                                  | (n = 671)                                     |  |   |
| Mgt, prof or education                                      | 63*                     | 64*                              | 41*   | 49*  | 46*   |
| Sales or office support                                     | 62*                     | 63*                              | 43*   | 59*  | 38*   |
| Constrn, inst or maint                                      | 69*                     | 70*                              | 42*   | 55*  | 39*   |
| Prodn/trans/warehsing                                       | 34*                     | 38*                              | 20*   | 33*  | 16*   |
| Agriculture   | 73*                     | 64*                              | 51*   | 73*  | 60*   |
| Food serv/pers. care  | 62*                     | 52*                              | 16*   | 47*  | 28*   |
| Hlthcare supp/safety  | 67*                     | 64*                              | 32*   | 40*  | 49*   |
| Other   | 67*                     | 67*                              | 44*   | 56*  | 0*  |

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

| <i>Does your current employer do each of the following?</i> |   |  |   |   |
|---|---|--|---|---|
|   | <i>Offers professional development or career training</i> | <i>Is concerned about environmental factors such as air or water quality</i> | <i>Has commitment to the same values I have</i> | <i>Has a sense of belonging among employees</i> |
| <i>Percent answering yes for each.</i>                      |   |  |   |   |
| <b>Total</b>  | 49  | 35   | 41  | 49  |
| <b><u>Community Size</u></b>                                |   |  | (n = 756)                                       |   |
| Less than 500   | 51*   | 34*  | 41  | 52  |
| 500 - 999   | 29*   | 24*  | 29  | 43  |
| 1,000 - 4,999   | 49*   | 44*  | 45  | 52  |
| 5,000 - 9,999   | 58*   | 39*  | 38  | 44  |
| 10,000 and up   | 51*   | 32*  | 41  | 48  |
| <b><u>Region</u></b>  |   |  | (n = 756)                                       |   |
| Panhandle   | 63*   | 45   | 44*   | 54*   |
| North Central   | 61*   | 39   | 56*   | 64*   |
| South Central   | 50*   | 35   | 46*   | 50*   |
| Northeast   | 41*   | 32   | 30*   | 44*   |
| Southeast   | 41*   | 31   | 32*   | 39*   |
| <b><u>Income Level</u></b>                                  |   |  | (n = 736)                                       |   |
| Under \$40,000  | 47*   | 31*  | 38*   | 42*   |
| \$40,000 - \$74,999   | 41*   | 28*  | 32*   | 45*   |
| \$75,000 - \$99,999   | 42*   | 34*  | 35*   | 44*   |
| \$100,000 and over  | 64*   | 44*  | 55*   | 60*   |
| <b><u>Age</u></b>   |   |  | (n = 758)                                       |   |
| 19 - 29   | 47  | 30*  | 28*   | 47  |
| 30 - 39   | 51  | 32*  | 45*   | 49  |
| 40 - 49   | 54  | 45*  | 52*   | 56  |
| 50 - 64   | 49  | 33*  | 40*   | 48  |
| 65 and older  | 40  | 35*  | 36*   | 42  |
| <b><u>Gender</u></b>  |   |  | (n = 752)                                       |   |
| Male  | 41*   | 39*  | 41  | 47  |
| Female  | 58*   | 33*  | 42  | 52  |
| <b><u>Marital Status</u></b>                                |   |  | (n = 742)                                       |   |
| Married   | 54*   | 40*  | 47*   | 53*   |
| Never married   | 35*   | 23*  | 24*   | 38*   |
| Divorced/separated  | 47*   | 33*  | 46*   | 49*   |
| Widowed   | 38*   | 29*  | 22*   | 44*   |
| <b><u>Education</u></b>                                     |   |  | (n = 754)                                       |   |
| H.S. diploma or less  | 39*   | 37   | 36*   | 44  |
| Some college  | 44*   | 32   | 36*   | 46  |
| Bachelors degree  | 57*   | 37   | 48*   | 54  |
| <b><u>Occupation</u></b>                                    |   |  | (n = 671)                                       |   |
| Mgt, prof or education                                      | 61*   | 35*  | 45*   | 50*   |
| Sales or office support                                     | 43*   | 22*  | 40*   | 52*   |
| Constrn, inst or maint                                      | 45*   | 49*  | 50*   | 64*   |
| Prodn/trans/warehsing                                       | 15*   | 24*  | 16*   | 18*   |
| Agriculture   | 49*   | 66*  | 60*   | 61*   |
| Food serv/pers. care  | 36*   | 19*  | 19*   | 23*   |
| Hlthcare supp/safety  | 55*   | 28*  | 49*   | 60*   |
| Other   | 56*   | 22*  | 11*   | 44*   |

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