

2024

Rural Poll Webinar

**Insights into Community Prosperity,
Well-being, and Future Direction**

Presenters: Cheryl Burkhart-Kriesel, Don
Macke, and Chuck Hibberd

2024 Rural Poll Team Members



From Agricultural Leadership, Education, and Communication:

- L.J. McElravy
- Heather Akin
- Becky Vogt

From Agricultural Economics:

- Brad Lubben
- Cheryl Burkhart-Kriesel
- Timothy Meyer

From Rural Prosperity Nebraska:

- Katie Larson
- Mary Emery
- Russell Shaffer

Survey Methodology



Mailed self-administered questionnaires in spring (March - June)

Sample includes 7,000 randomly selected rural households in 86 counties

17% Response rate in 2024 (1,010 responses, just over 5,800 deliverable addresses)

Margin of error $\pm 3\%$

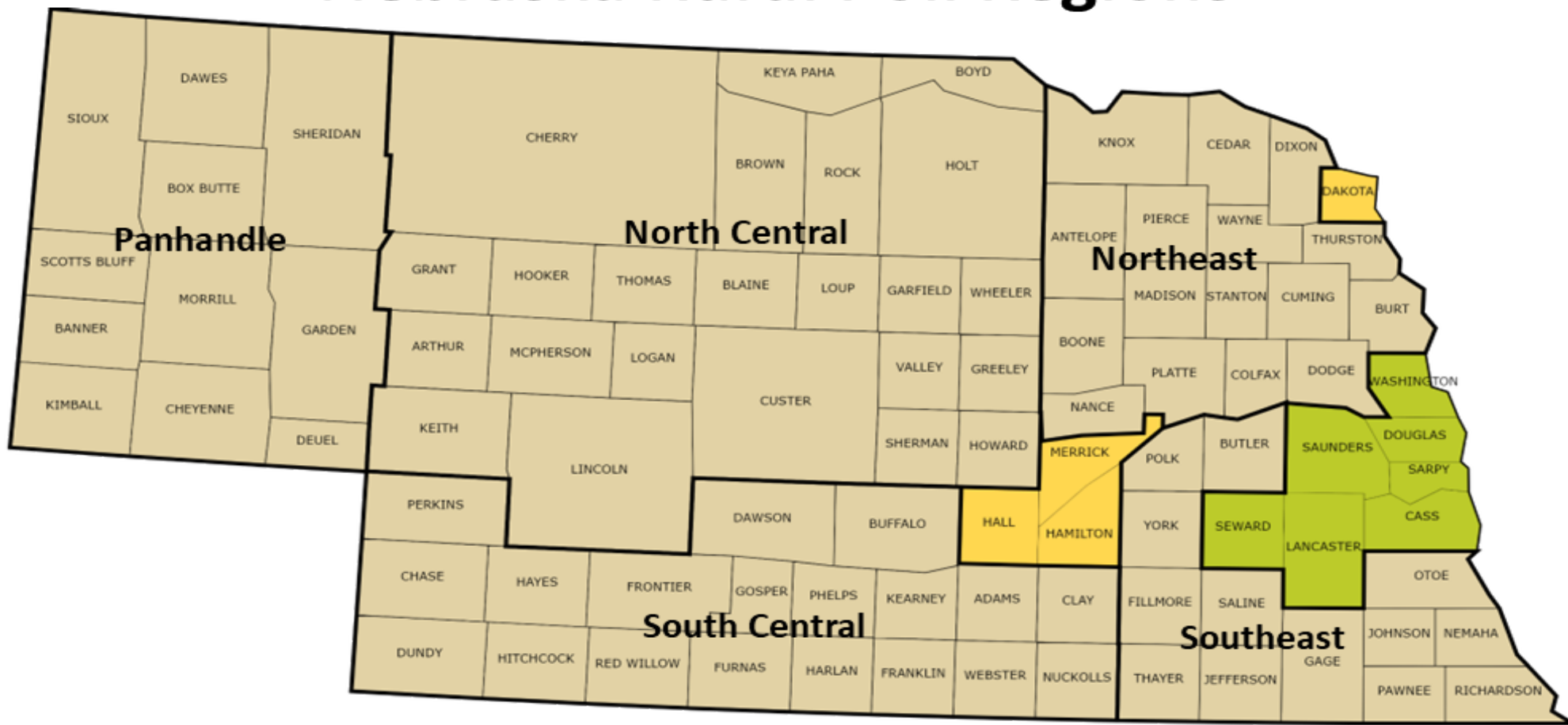
Procedure (Total Design Method)




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

Sampled Counties and Regions



Nebraska Rural Poll Regions

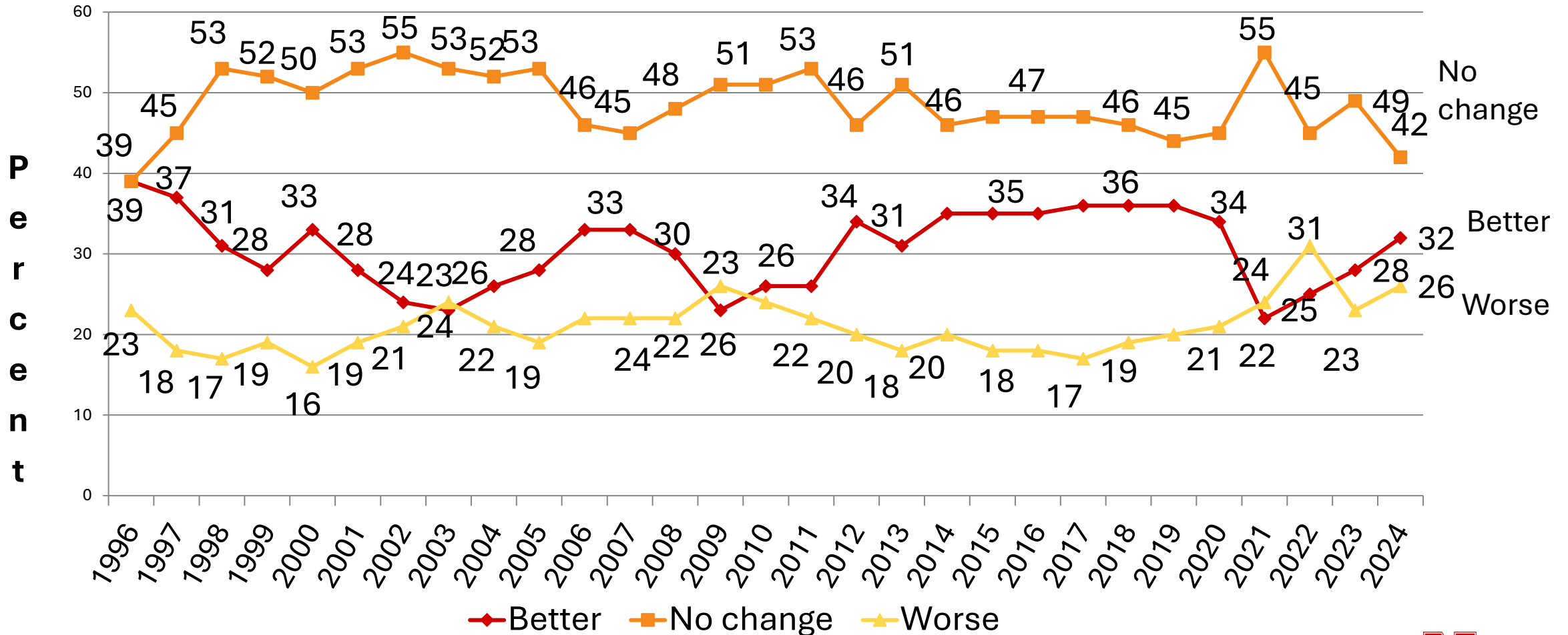


-  Nonmetropolitan County Surveyed in Rural Poll
-  Metropolitan County not Surveyed in Rural Poll
-  County Classified as Metropolitan but Surveyed in Rural Poll

Community Change: 1996 - 2024



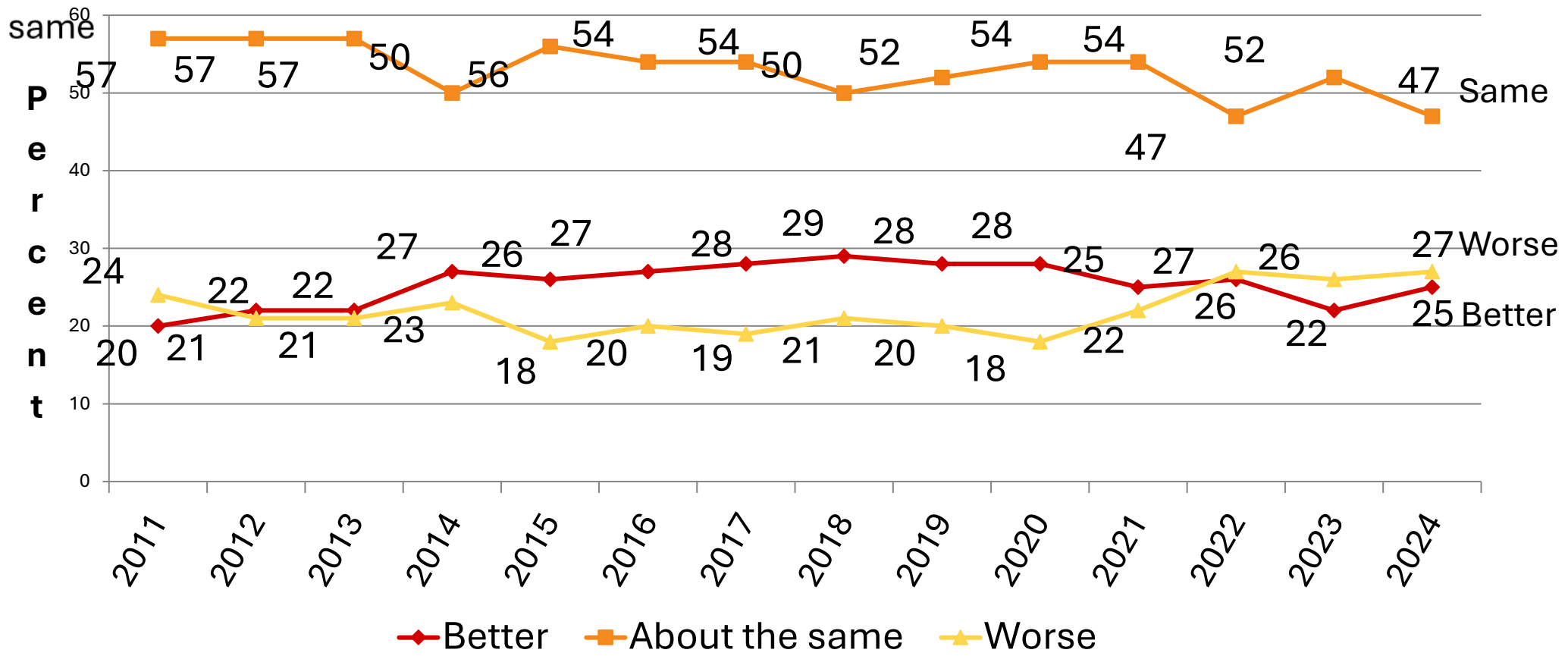
Communities across the nation are undergoing change. When you think about this past year, would you say...My community has changed for the...



Expected Community Change Ten Years from Now: 2011 - 2024



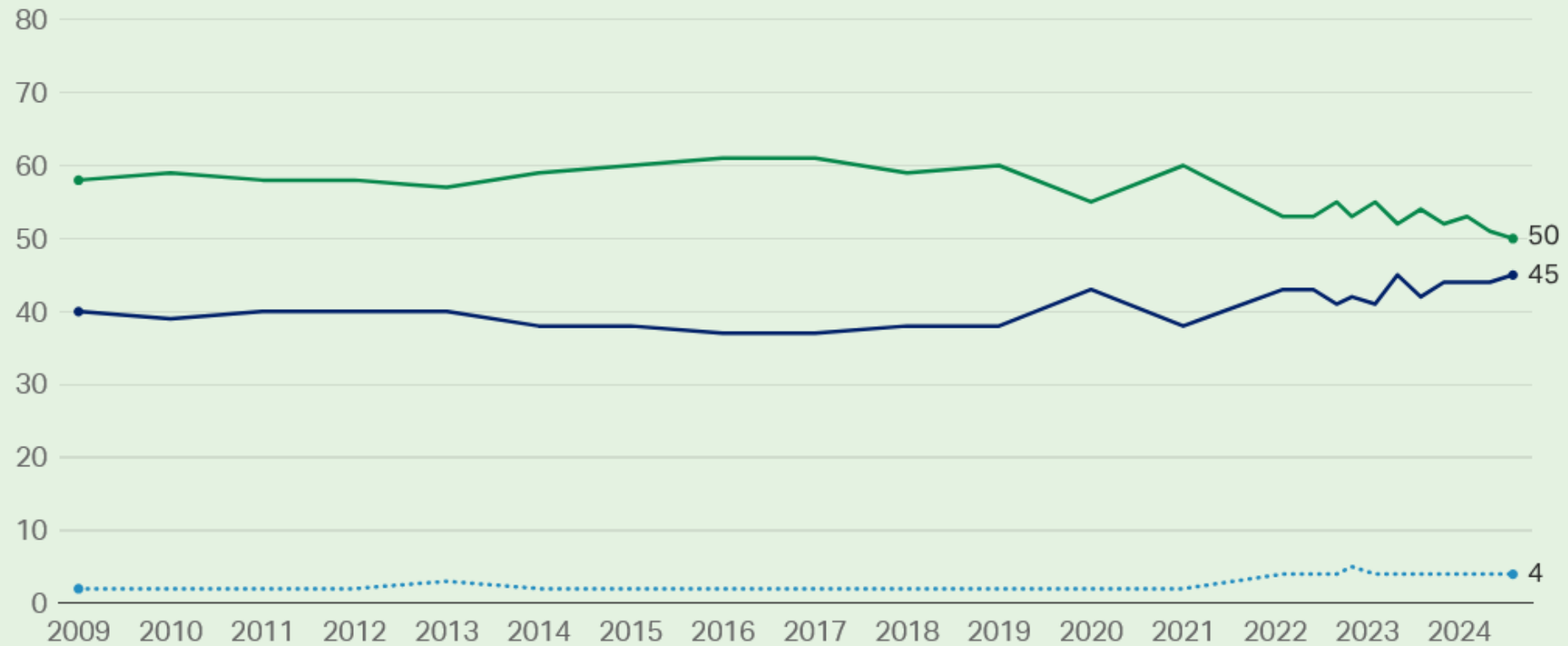
Based on what you see of the situation today, do you think that, ten years from now, your community will be a worse place to live, a better place or about the same?



Trended Life Evaluation of U.S. Employees

The Life Evaluation Index measures how people rate their current and expected future lives.

— % Thriving — % Struggling ···· % Suffering



Get the data • Download image

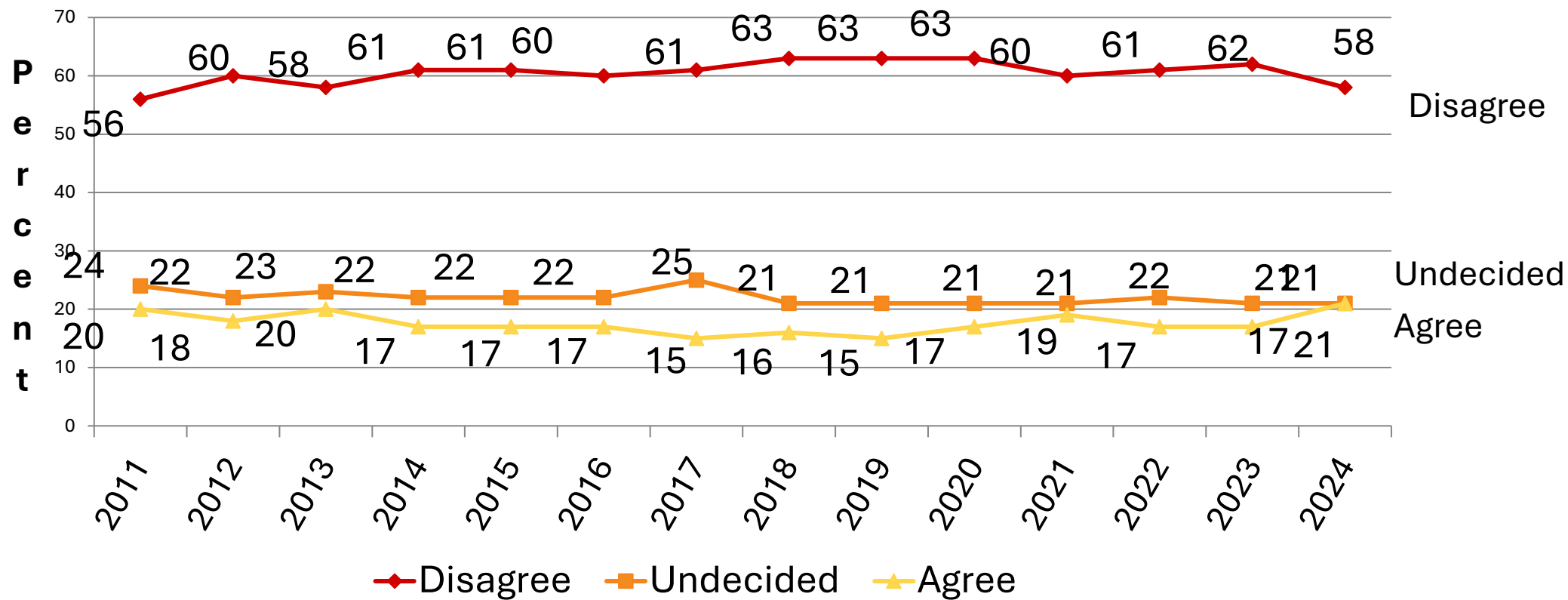
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https://www.gallup.com/workplace/654329/workplace-challenges-2025.aspx?utm_source=gallup_brand&utm_medium=email&utm_campaign=gallup_at_work_january_1_01142025&utm_term=information&utm_content=gallups_biggest_workplace_findings_of_the_past_year_textlink_4

Feelings of Community Powerlessness: 2011 - 2024



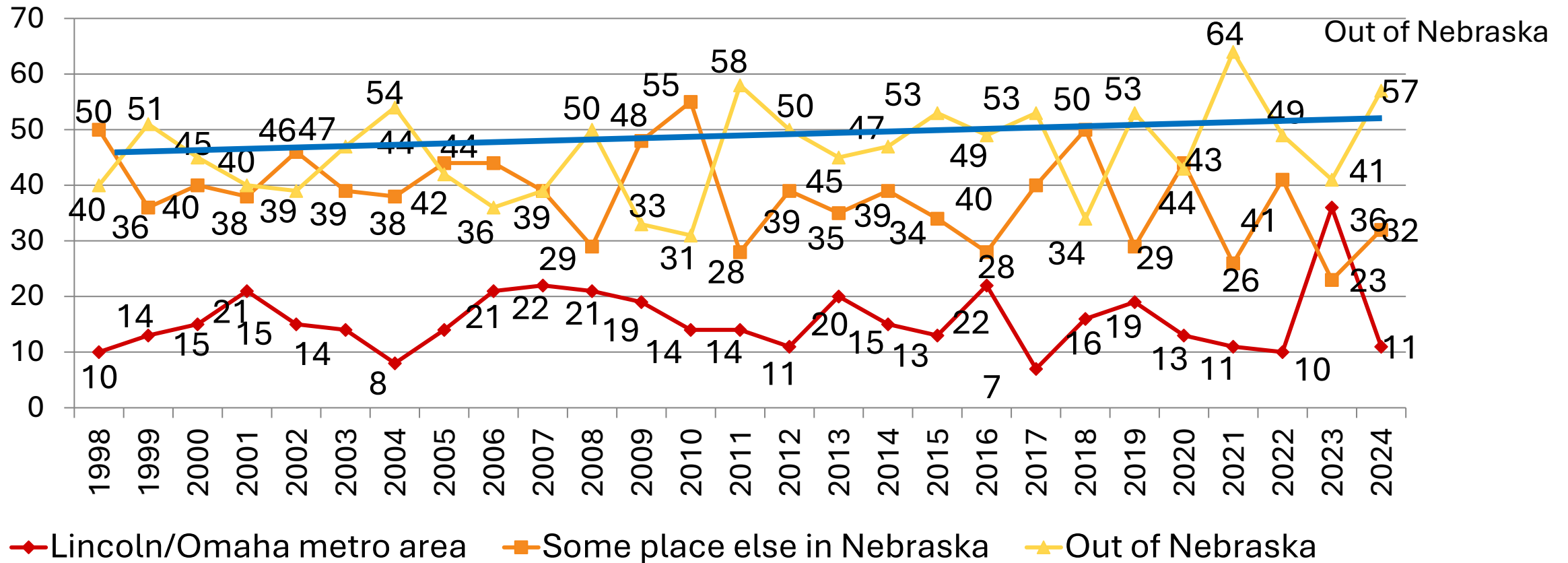
Do you agree or disagree with the following statement? My community is powerless to control its own future.



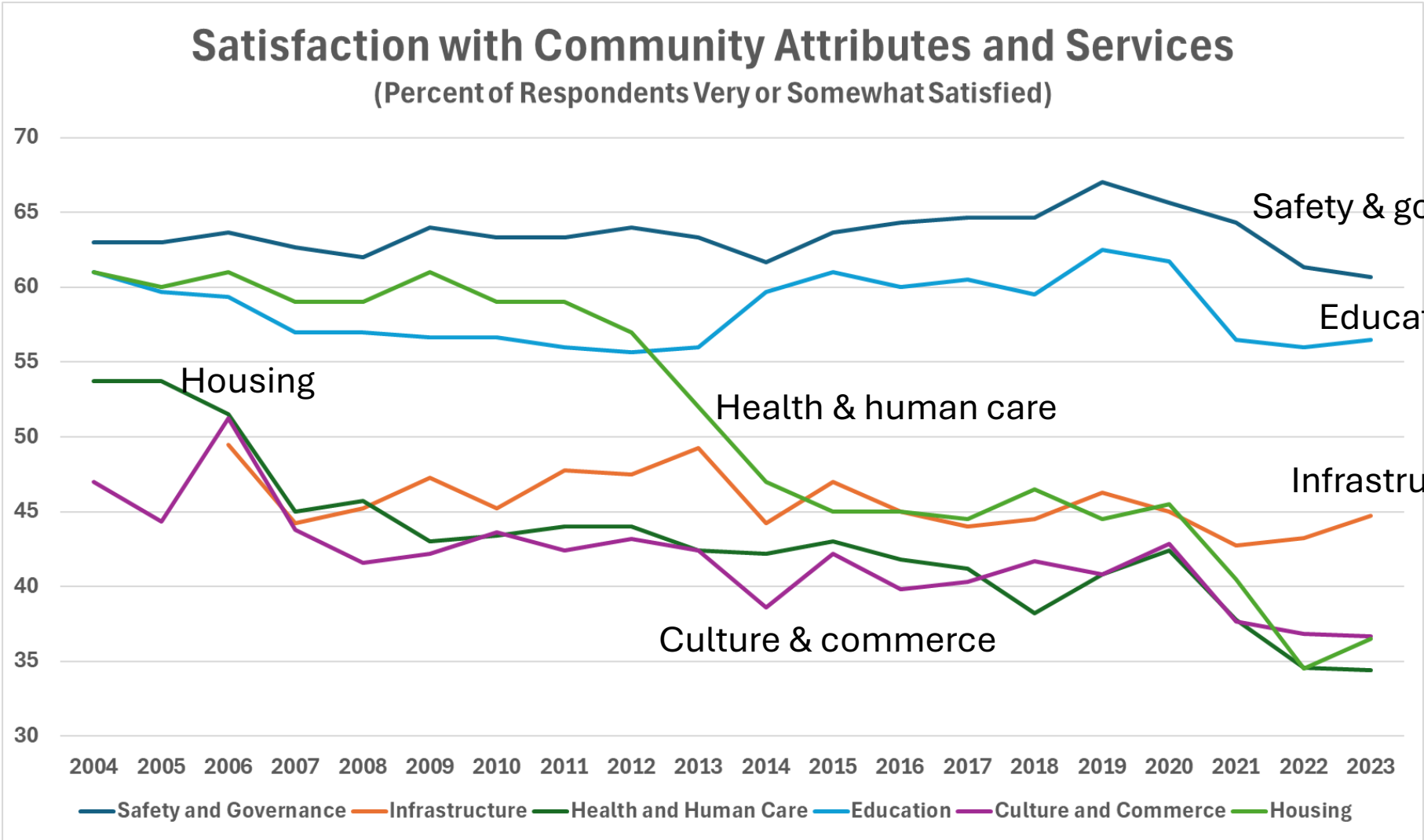
Expected Destination of Those Planning to Move: 1998 - 2024



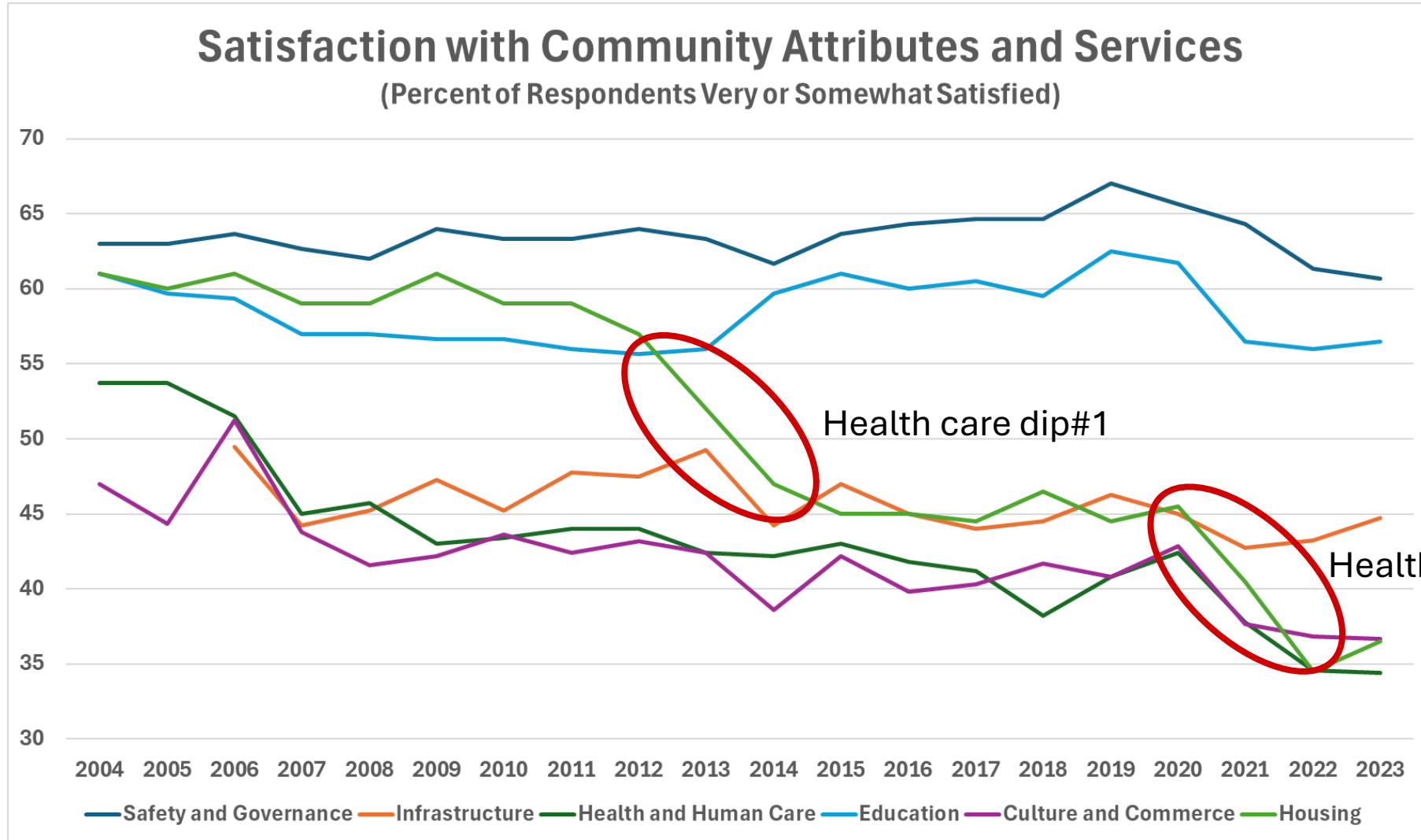
Asked of those who are planning to leave their community in the next year



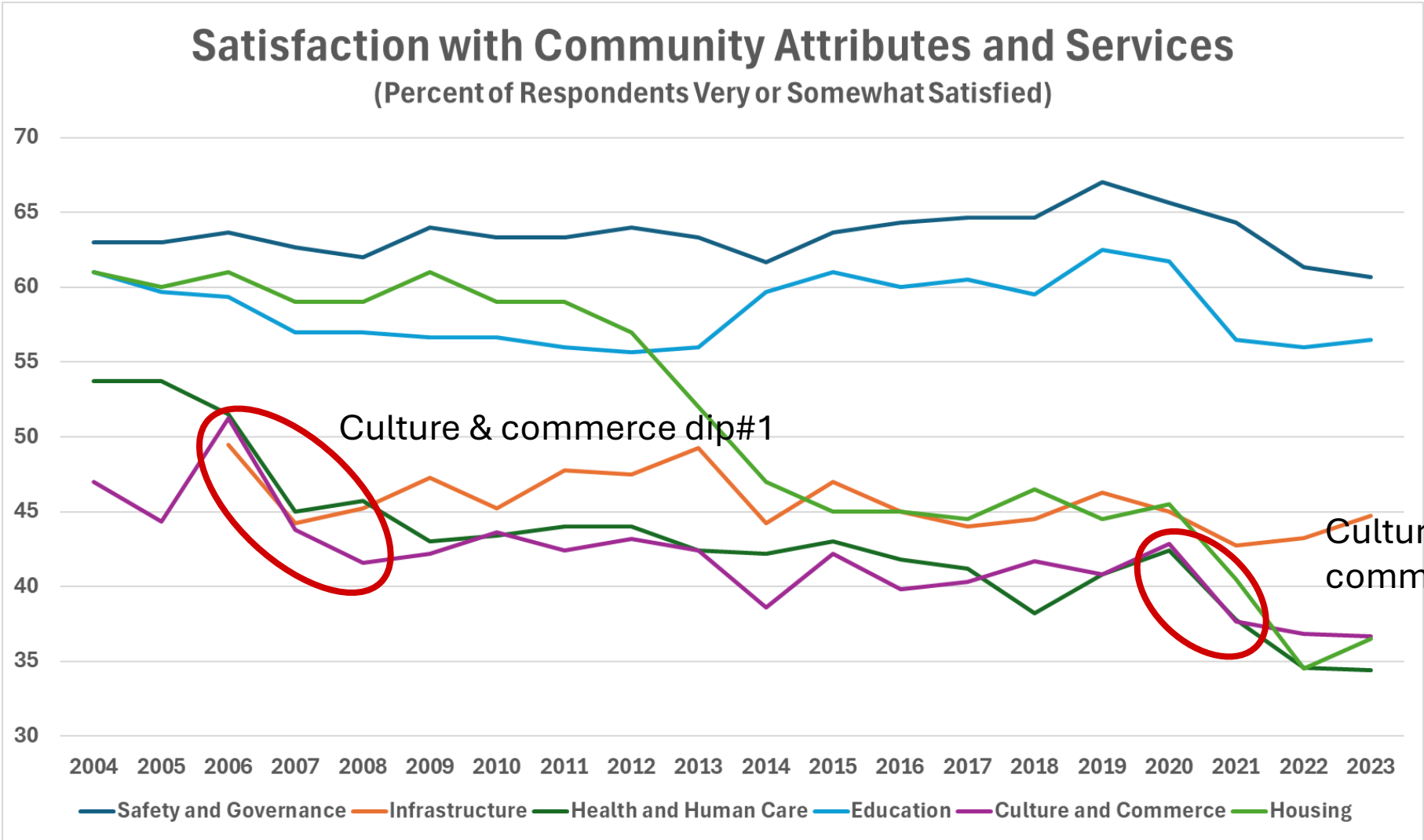
Satisfaction with Community Services



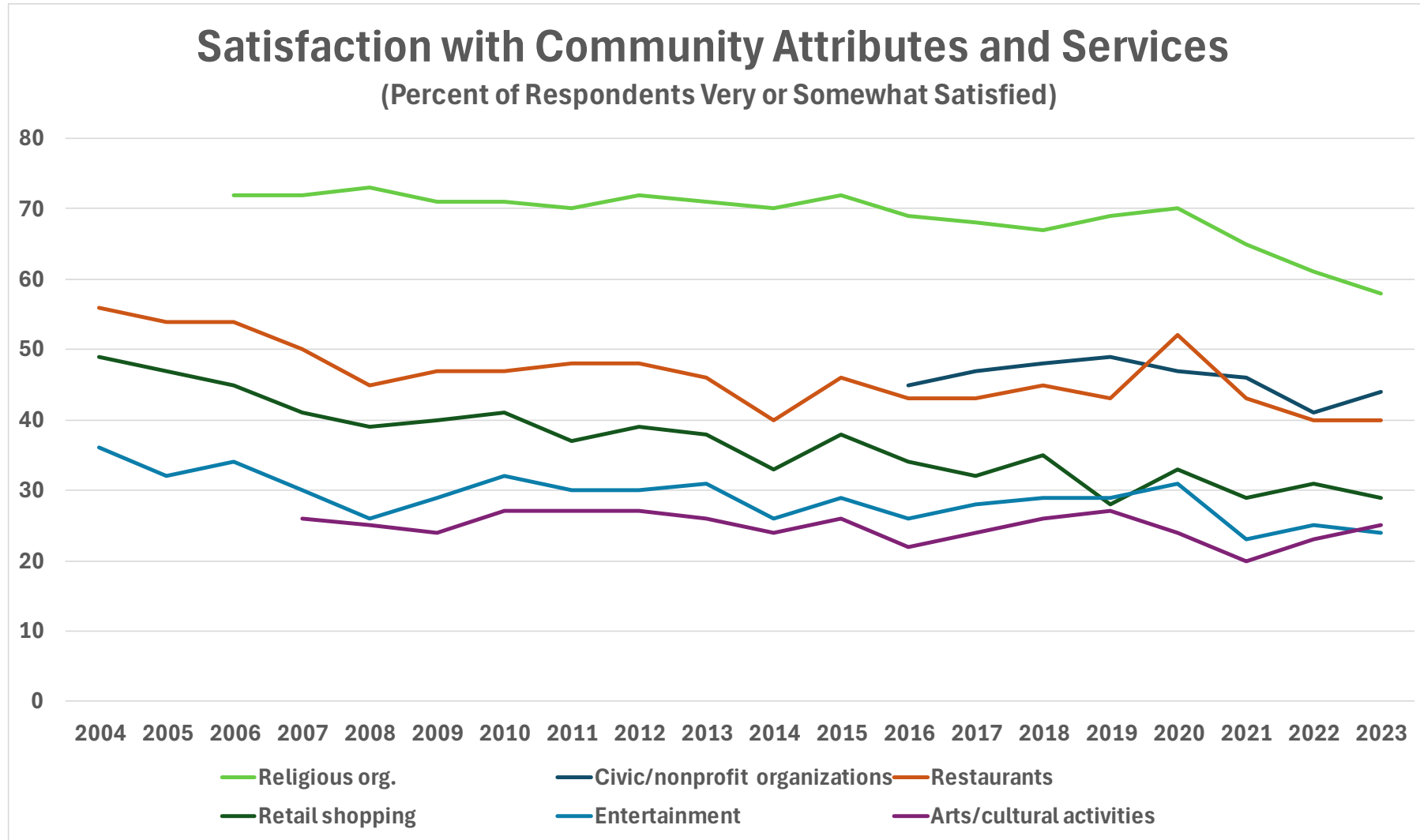
Satisfaction with Community Services



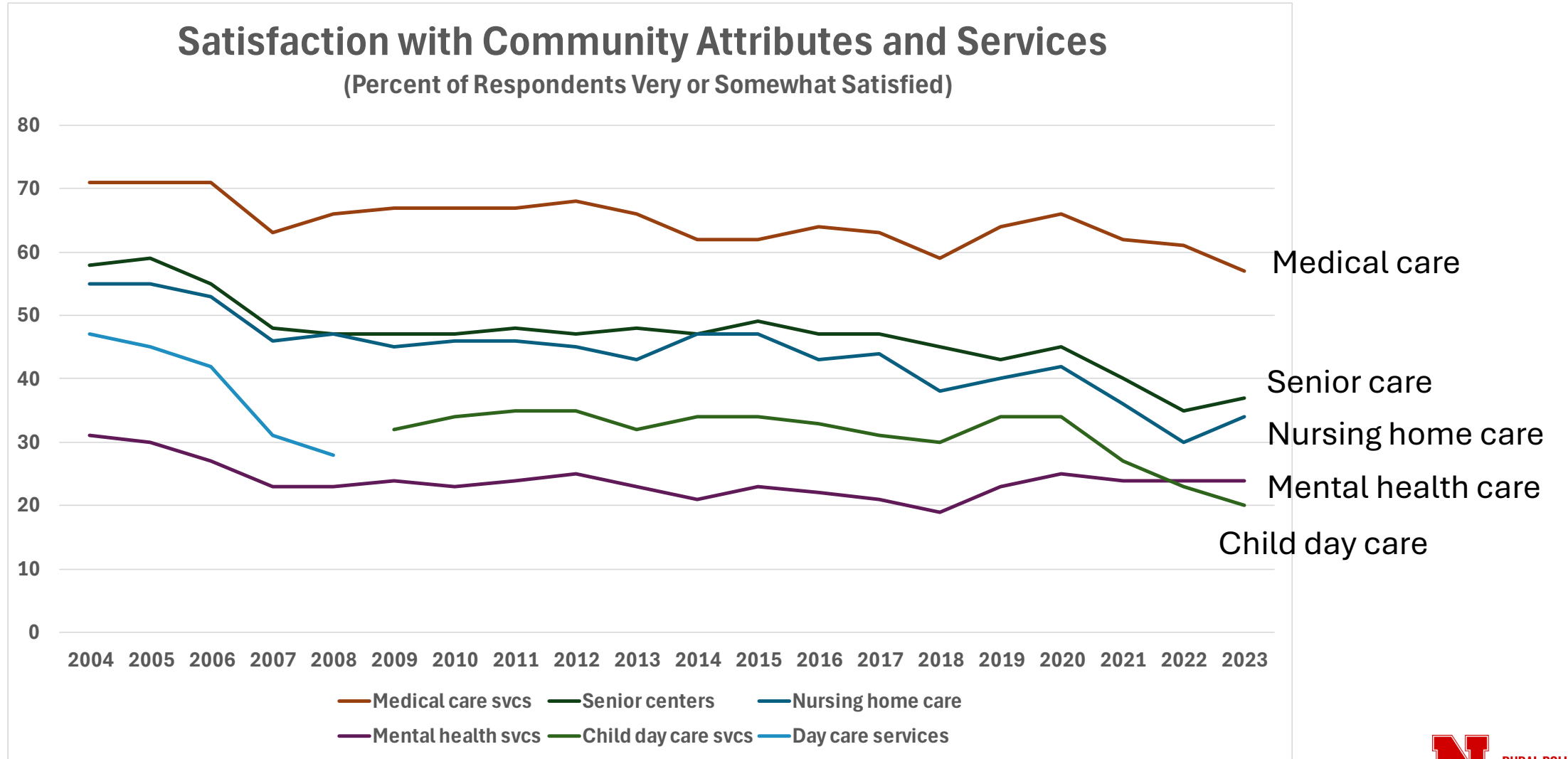
Satisfaction with Community Services



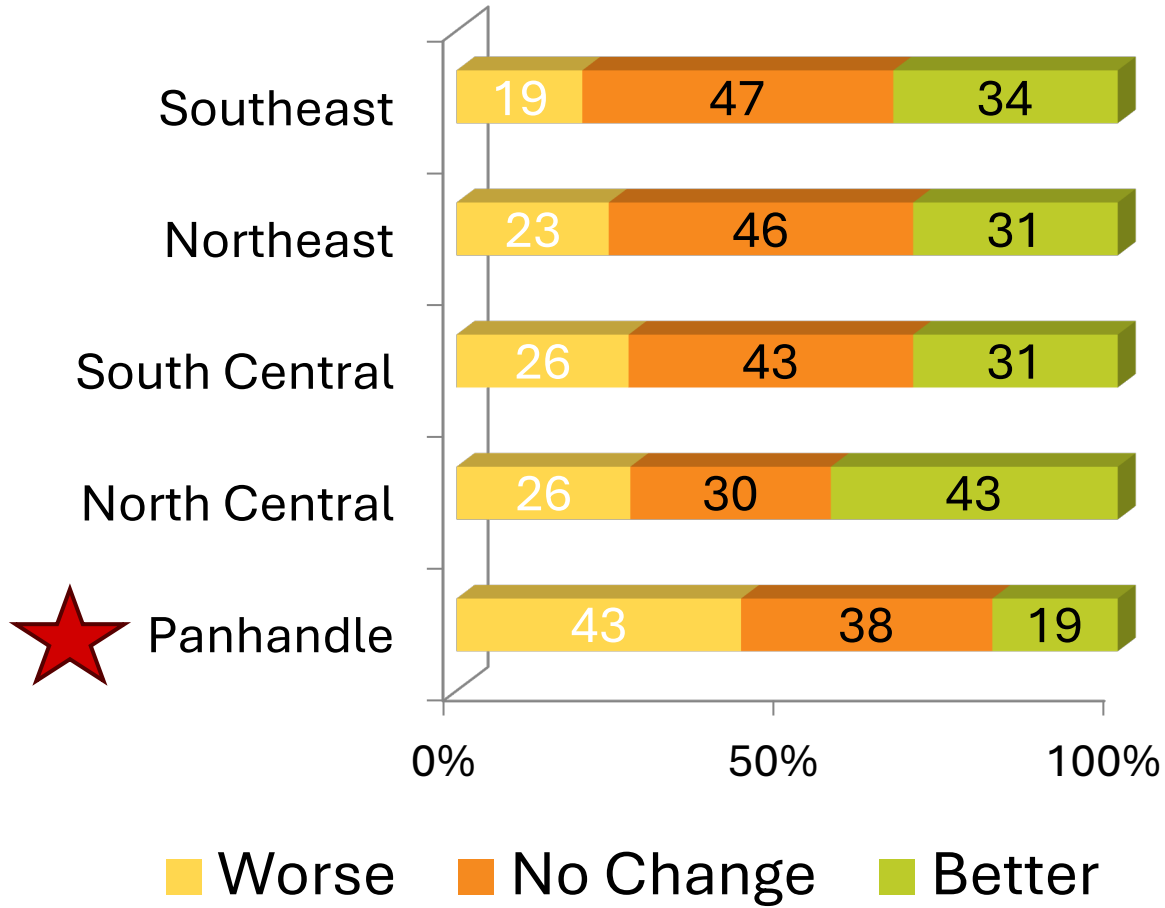
Community Services



Community Services

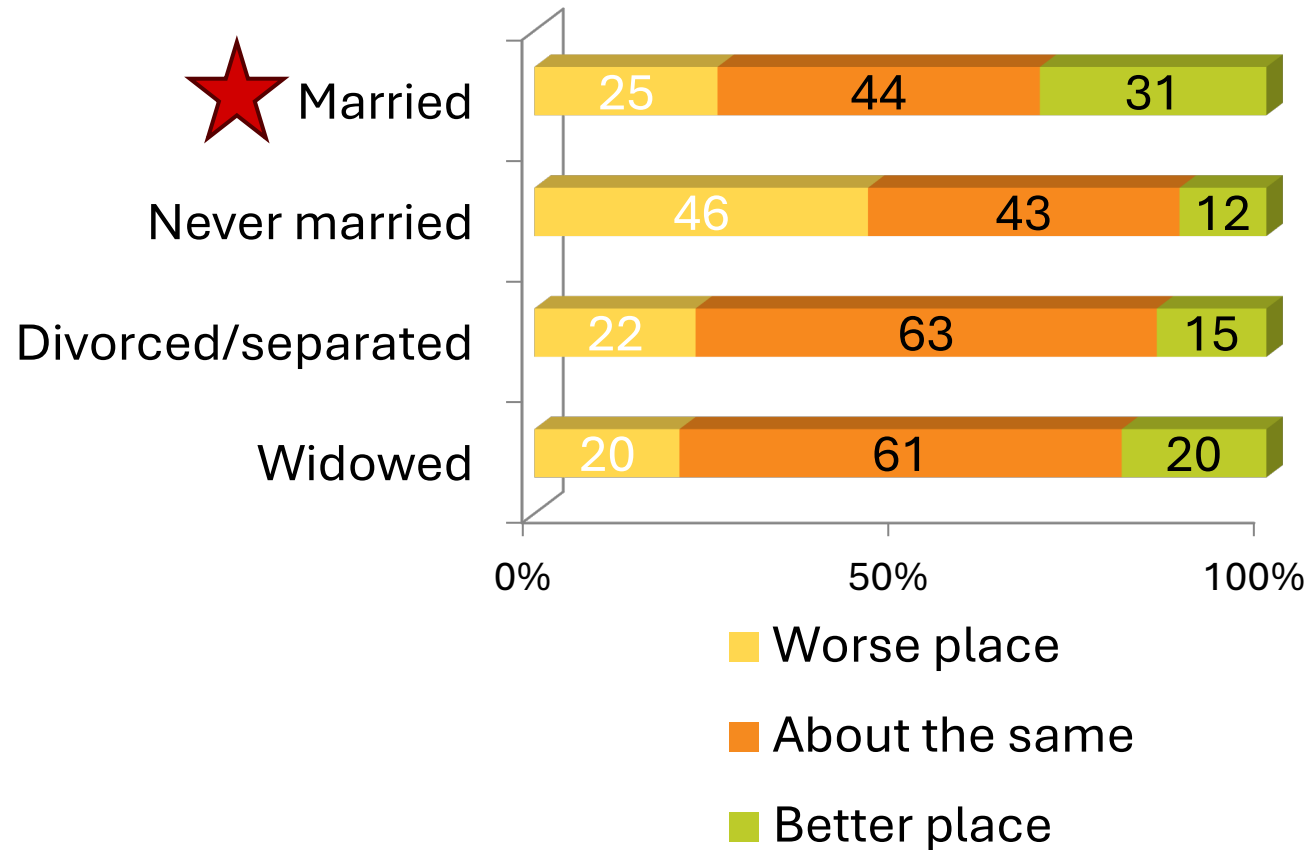


Perceptions of Community Change by Region



Expected Community Change in Ten Years by Marital Status

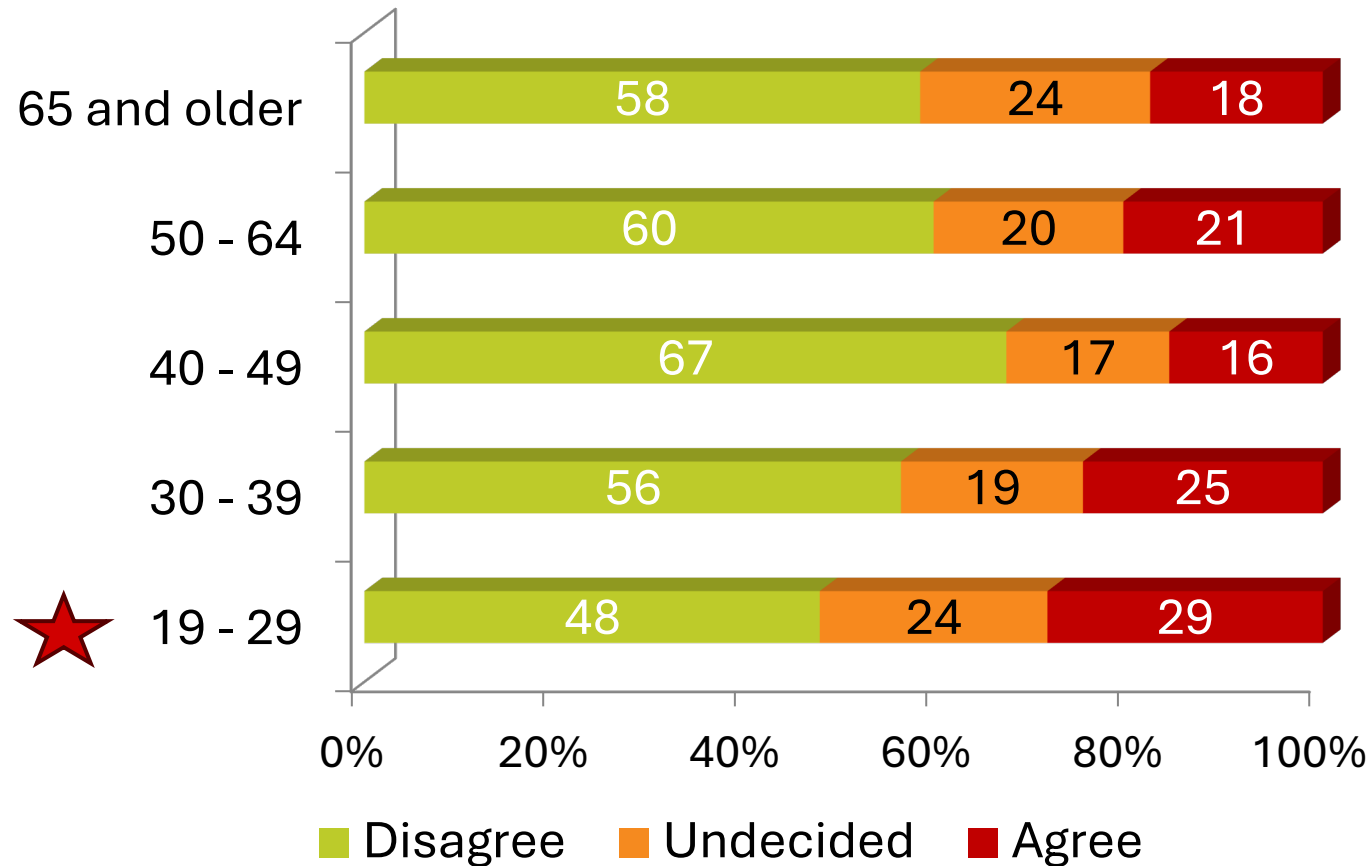
Based on what you see of the situation today, do you think that, ten years from now, your community will be a worse place to live, a better place or about the same?



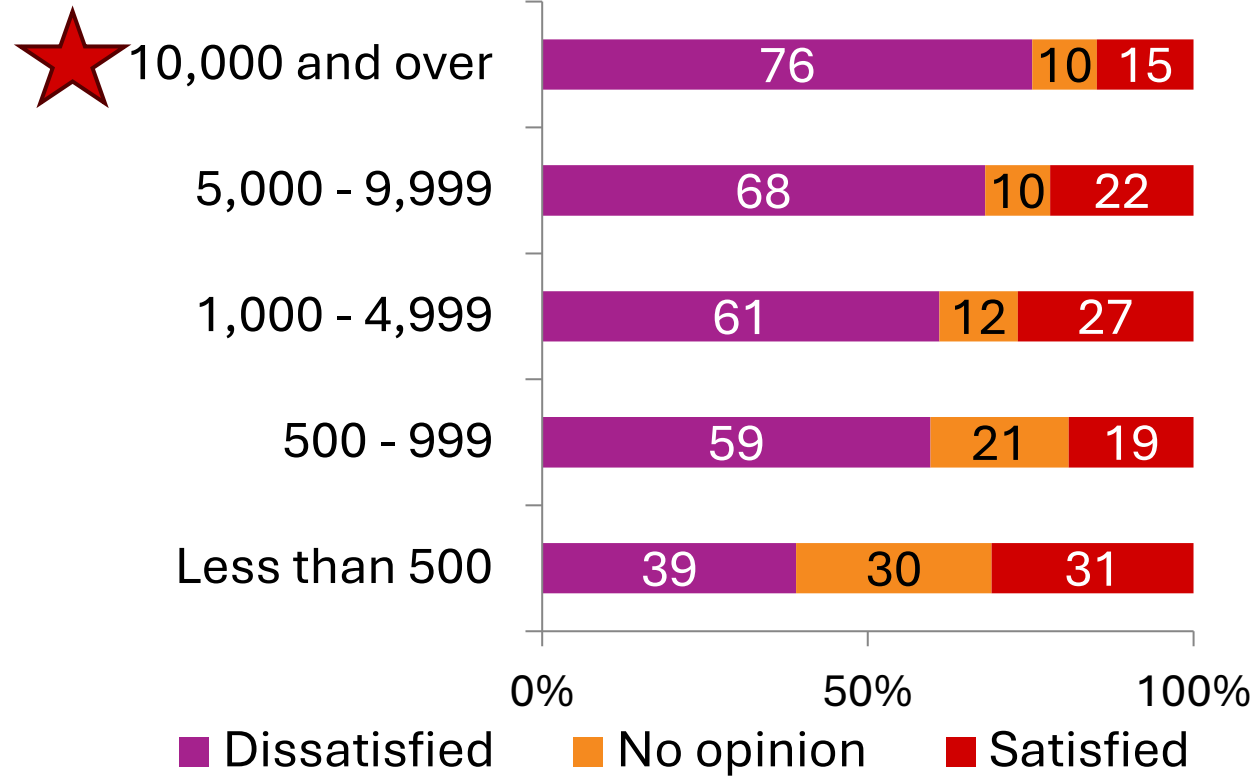
Feelings of Community Powerlessness by Age



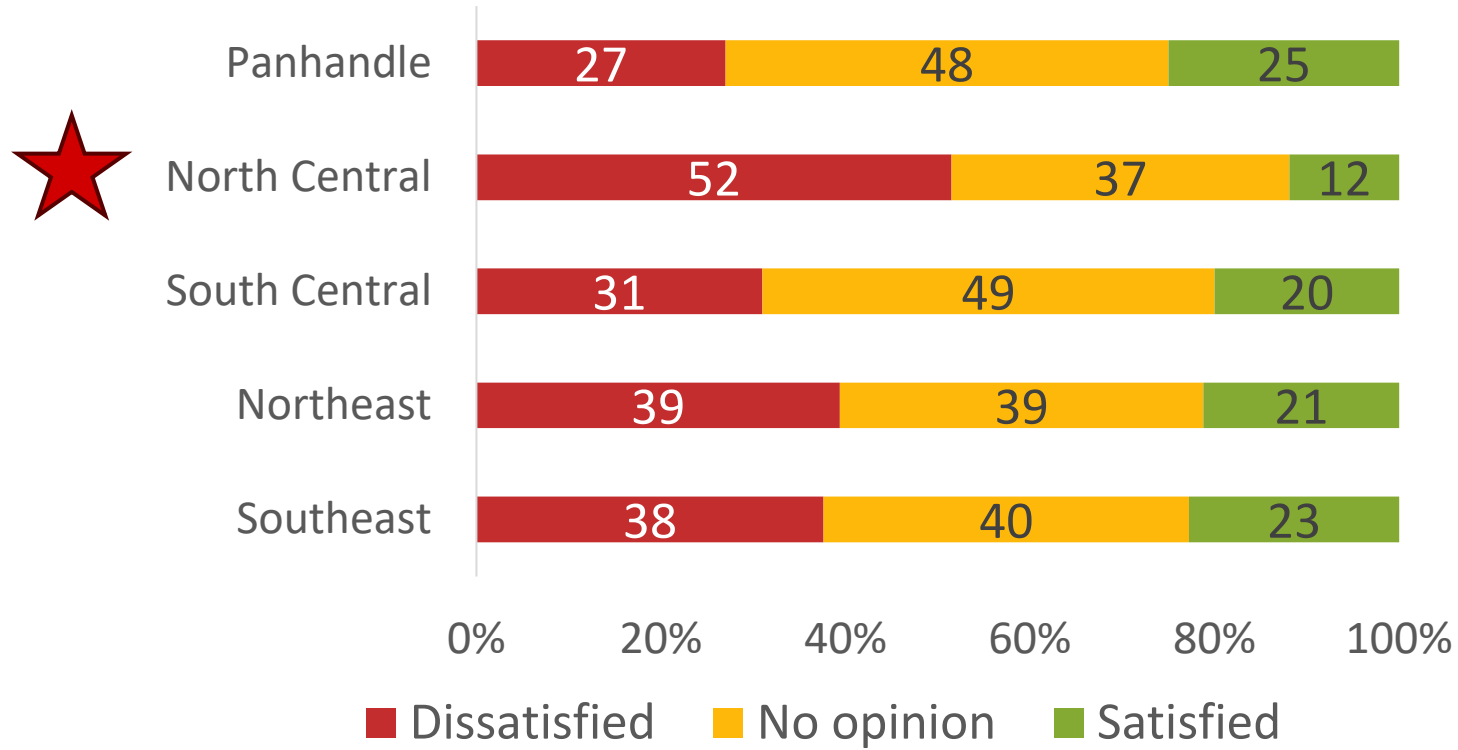
Do you agree or disagree with the following statement? My community is powerless to control its own future.



Satisfaction with Cost of Housing by Community Size



Dissatisfaction with Child Day Care Services by Region



How Parental Responsibilities Affect Career Trajectories

% Yes, among parents and guardians

■ Women ■ Men



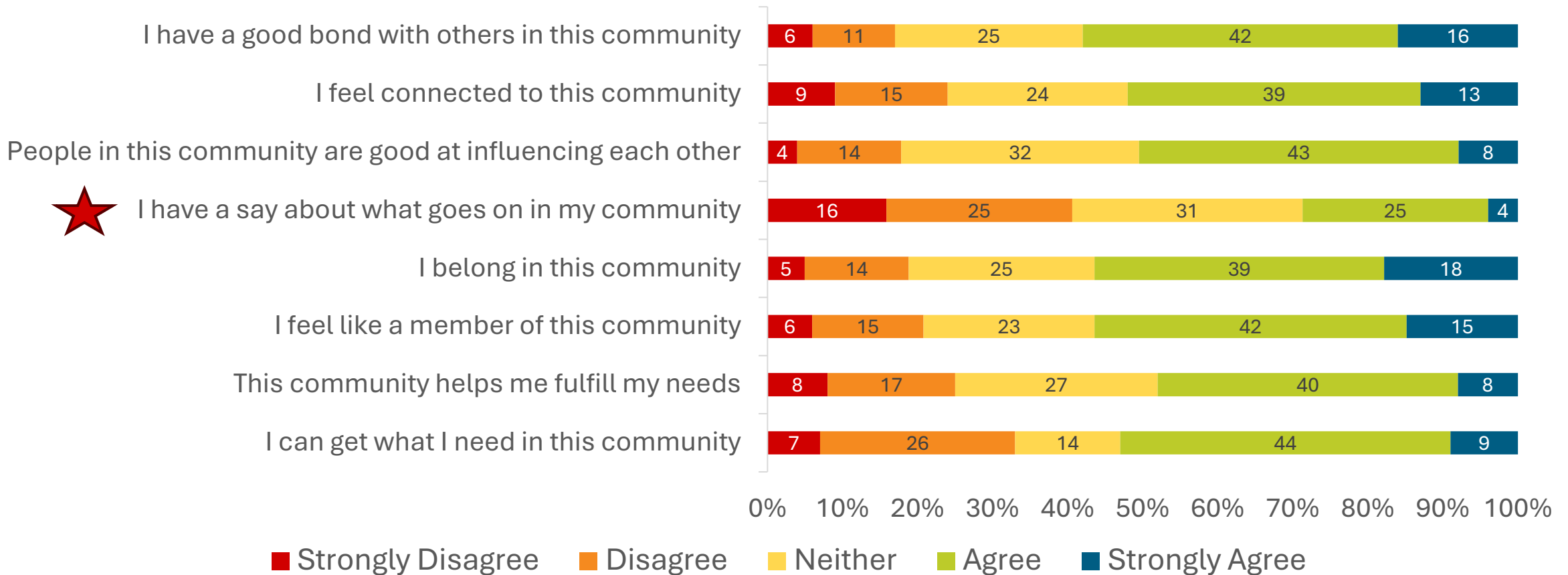
[Get the data](#) • [Download image](#)

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Opinions about Community



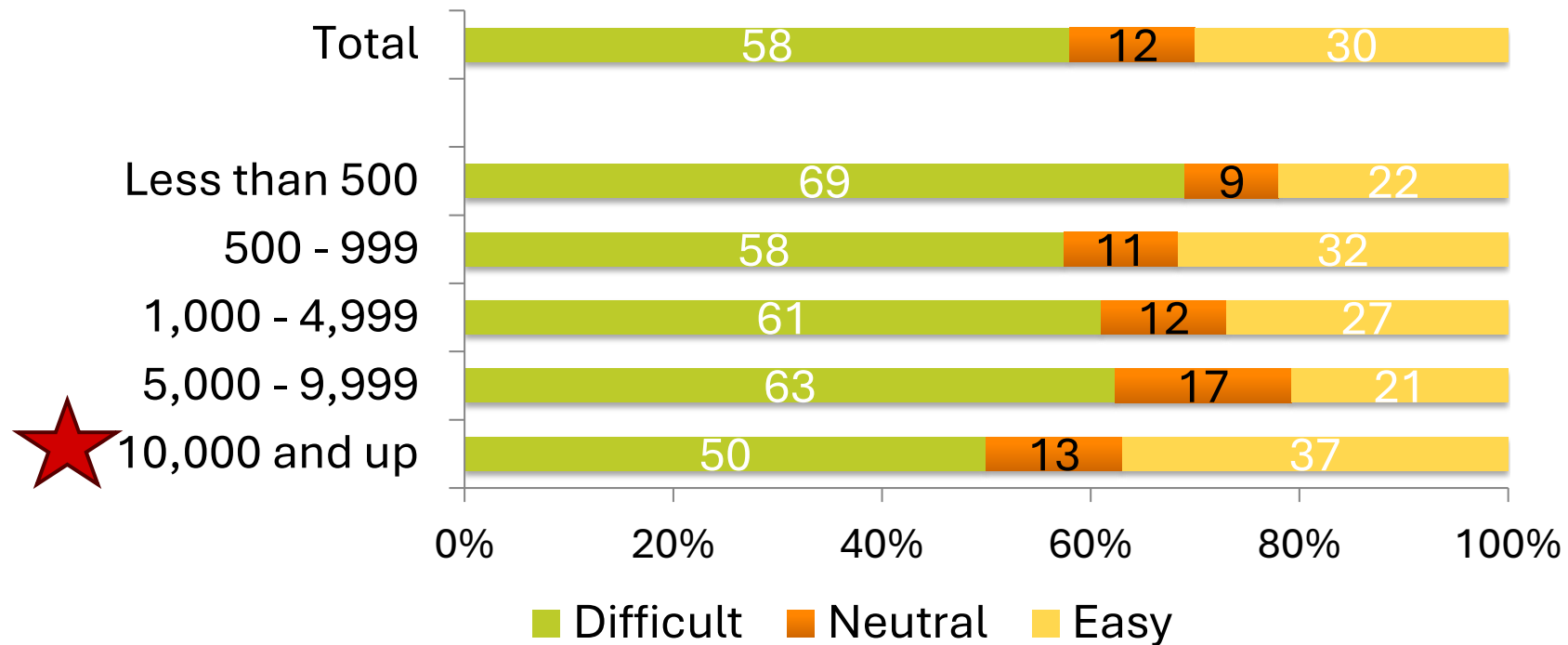
Please rate the extent to which you agree or disagree with the following statements regarding your community.



Difficulty or Ease of Leaving Community by Community Size



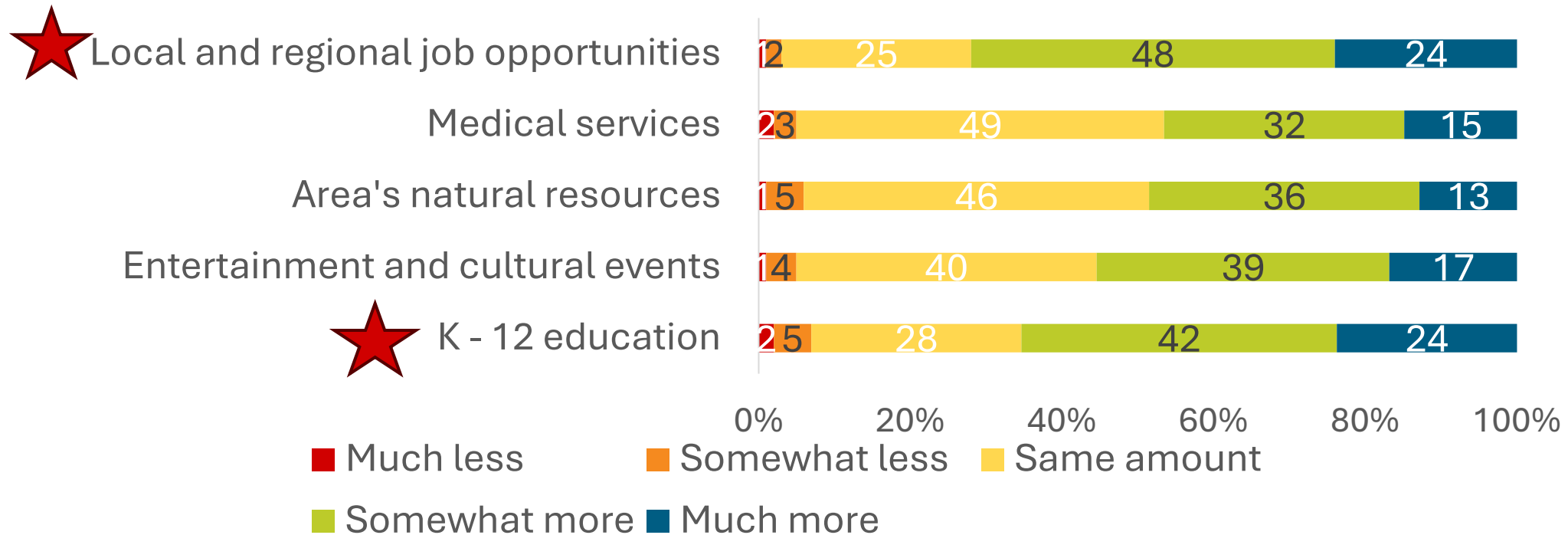
Assume you were to have a discussion in your household about leaving your community for a reasonably good opportunity elsewhere. Some people might be happy to live in a new place and meet new people. Others might be very sorry to leave. How easy or difficult would it be for your household to leave your community?



Perceptions of Future Community Investments



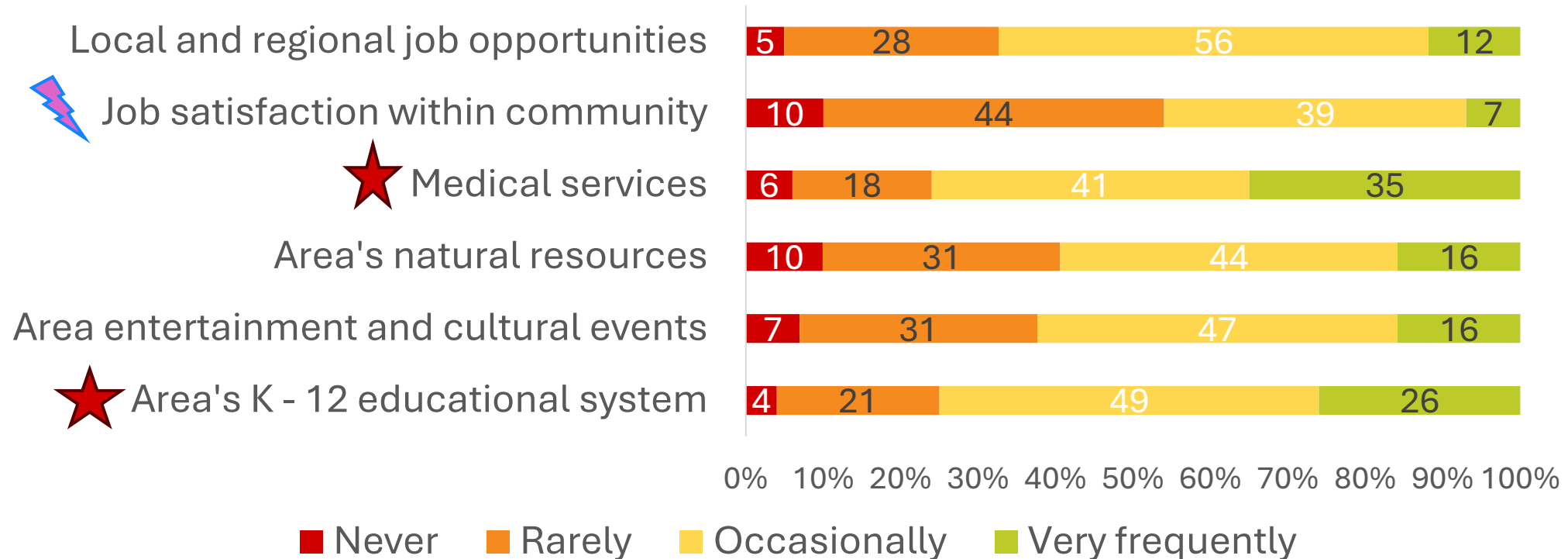
Over the next several years, do you think your community should invest less, more, or about the same in each of the following?



How Frequently Community Promotes Various Items



To what extent does your community promote the following?



Reactions



**Don Macke,
Entrepreneurial Ecosystem
Builder,
e2 Entrepreneurial Ecosystems**



**Chuck Hibberd,
Chair
Nebraska Community Foundation**





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ruralpoll.unl.edu/webinars**

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For the full Rural Poll Report:

