

2024

# Rural Poll Webinar

**The Well-Being of Rural Nebraskans**

Presenter: Mary Emery



# 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  $\pm 3\%$

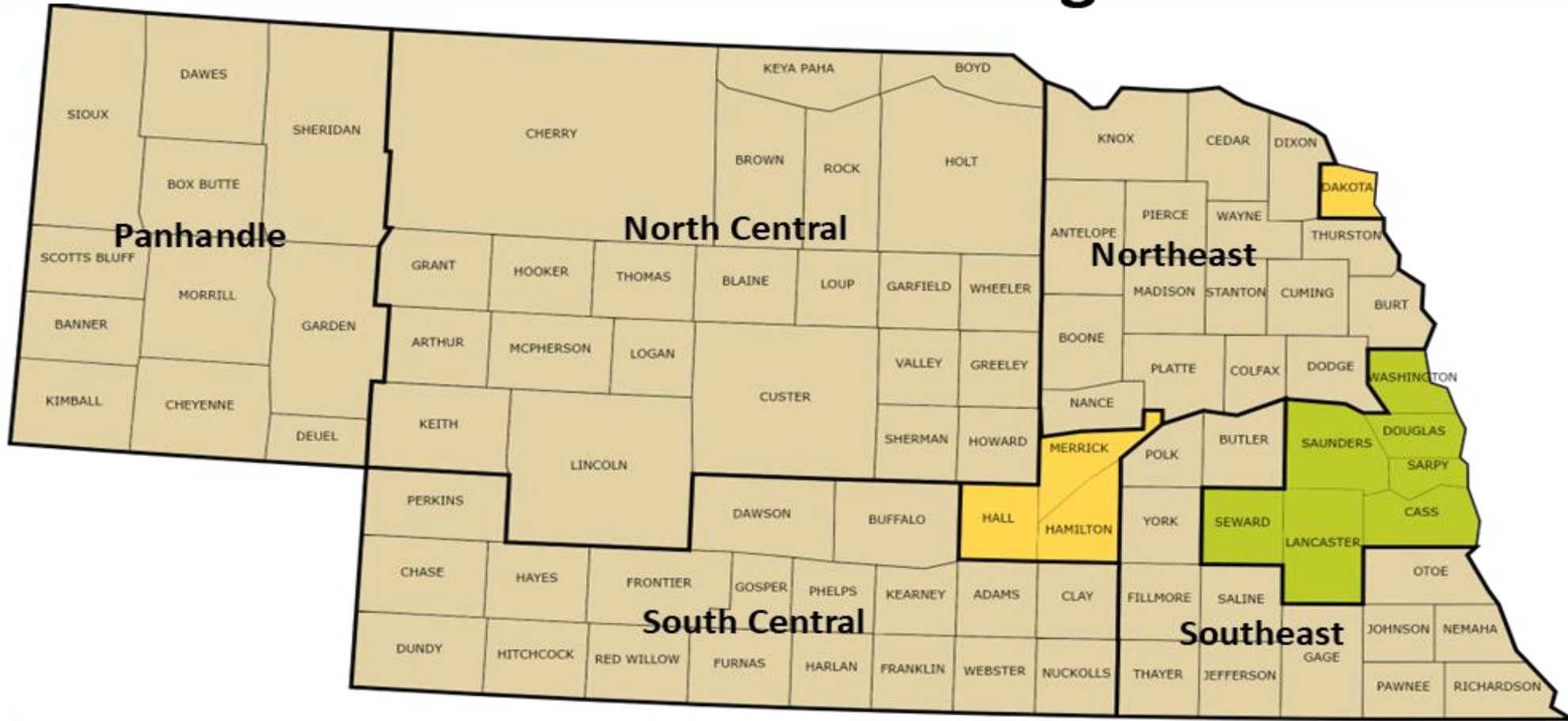
## Procedure (Total Design Method)




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

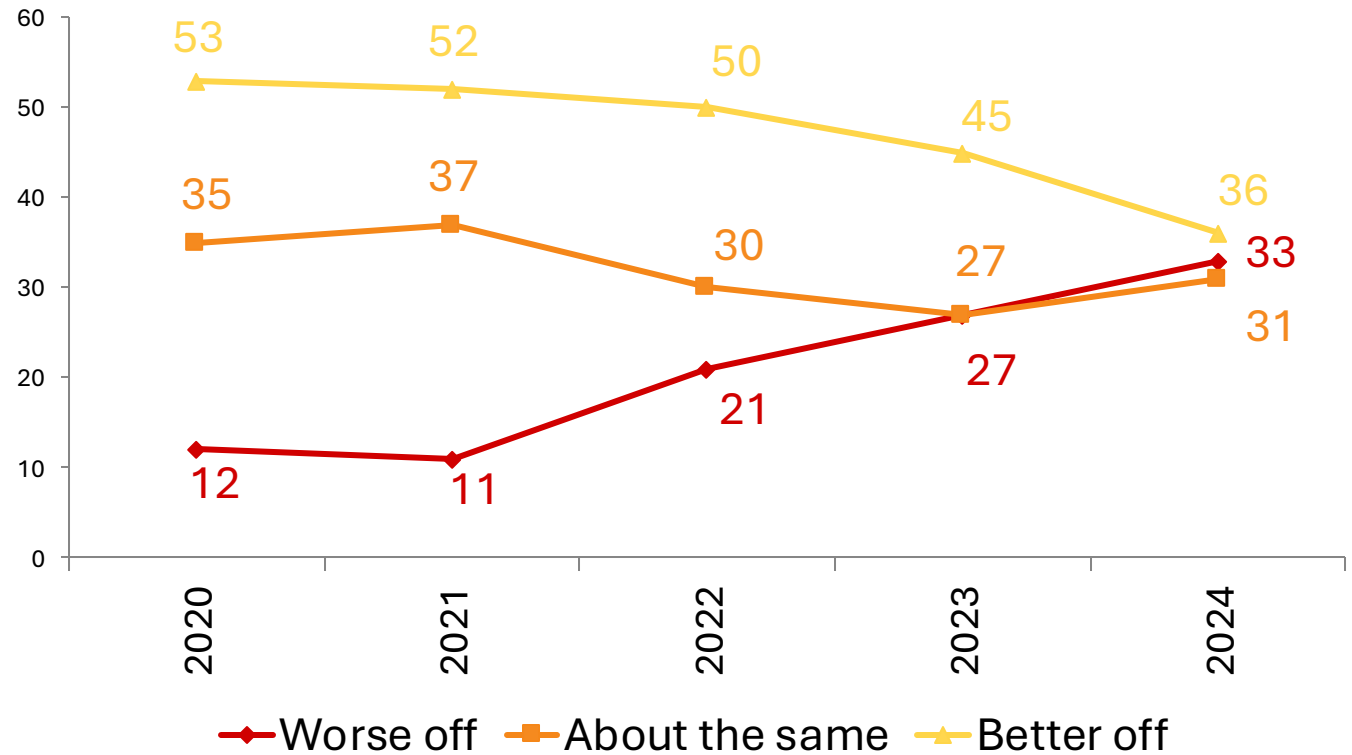


-  Nonmetropolitan County Surveyed in Rural Poll
-  Metropolitan County not Surveyed in Rural Poll
-  County Classified as Metropolitan but Surveyed in Rural Poll

# Trends in Well-Being

All things considered, do you think you are better or worse off than you were five years ago?

This year, rural Nebraskans are more pessimistic about their current situation than they've been since this study began.

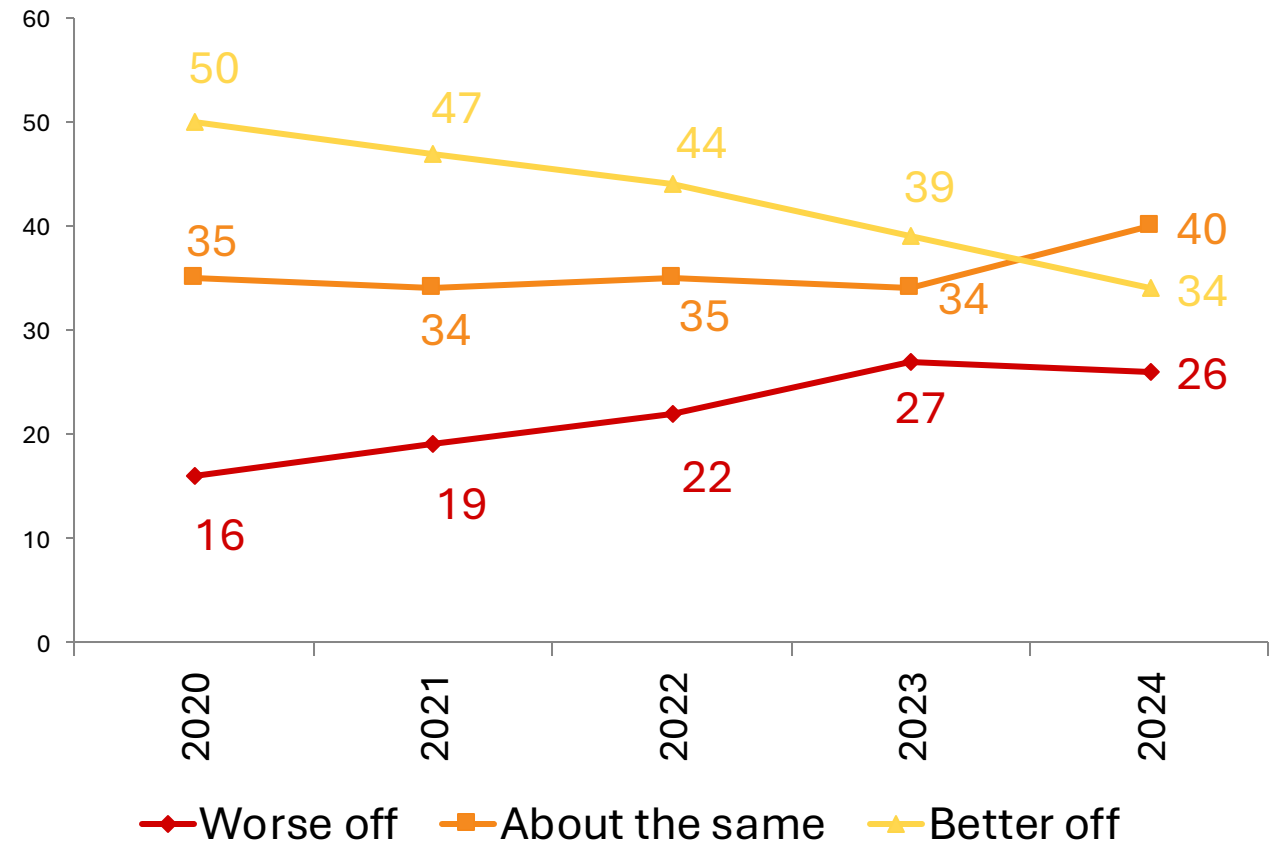


# Trends in Well-Being



All things considered, do you think you will be better or worse off ten years from now than you are today?

Rural Nebraskans' optimism about the future has declined in the past five years.

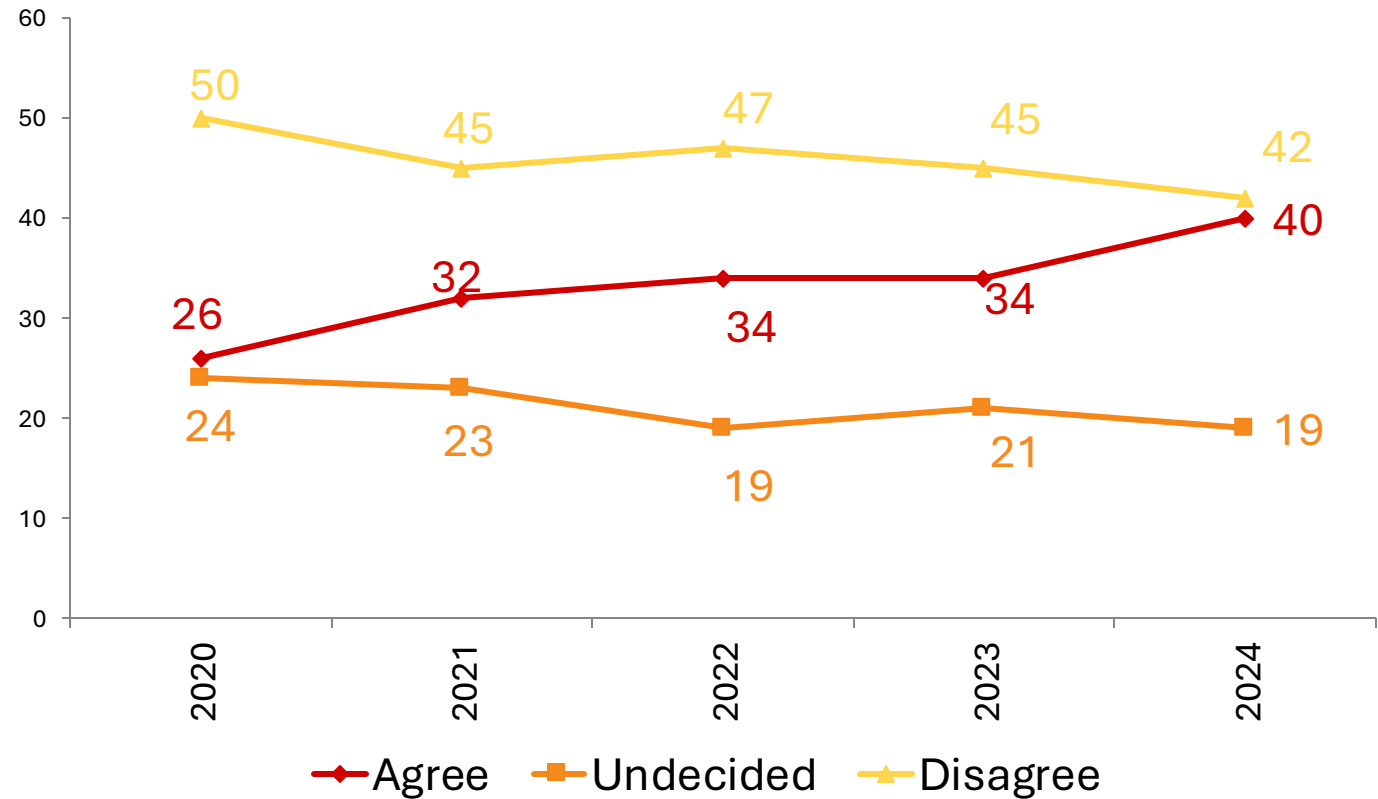


# Feelings of Powerlessness



**Life has changed so much in our modern world that most people are powerless to control their own lives.**

**The past five years have also seen an increase in feelings of powerlessness by rural Nebraskans and were at their highest level since the study began.**

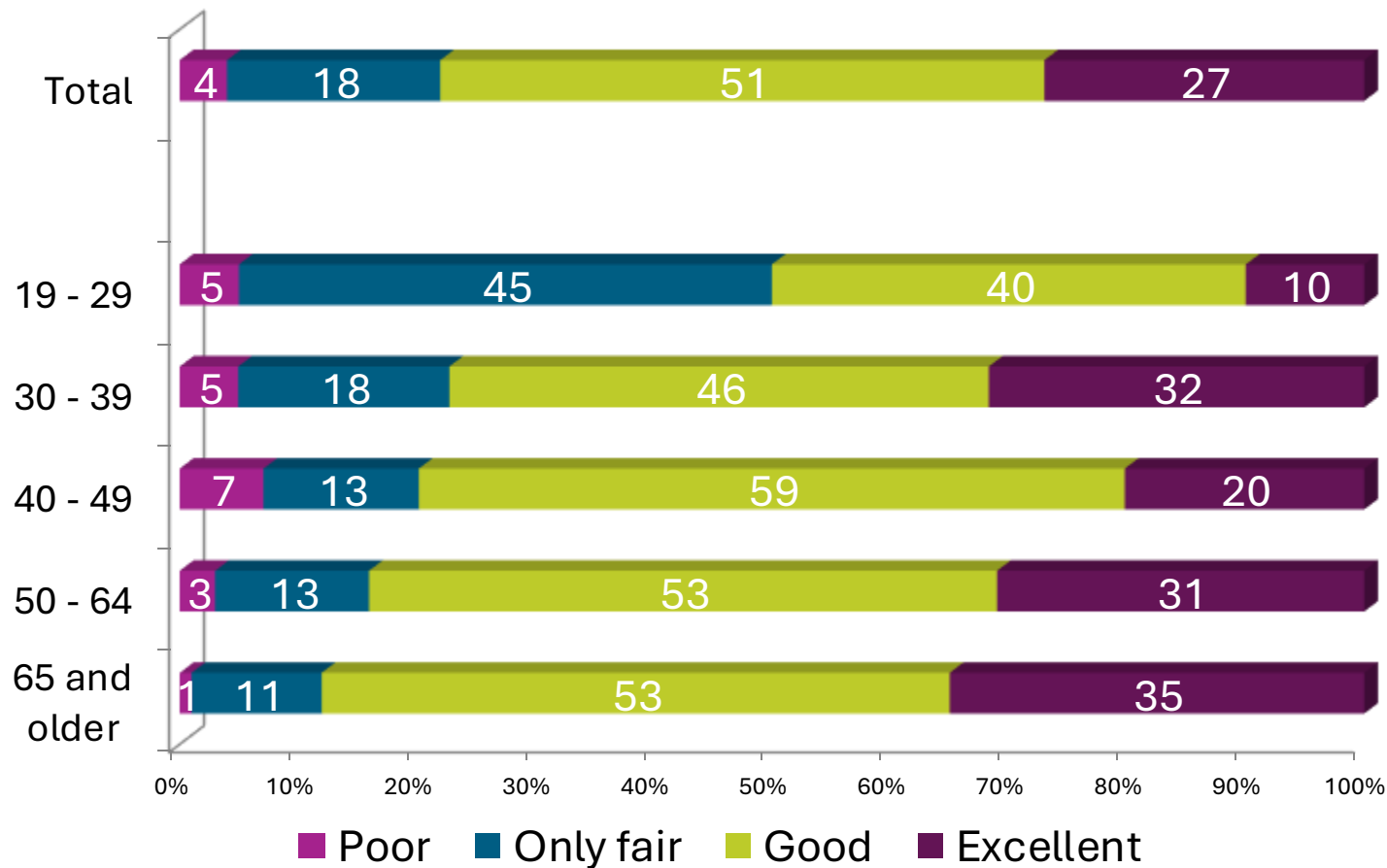


# Mental Health

## How would you describe your own mental health or emotional wellbeing at this time?

Most rural Nebraskans describe their mental health or emotional wellbeing as good (51%) or excellent (27%).

The youngest persons are the age group least likely to rate their mental health as either excellent or good.

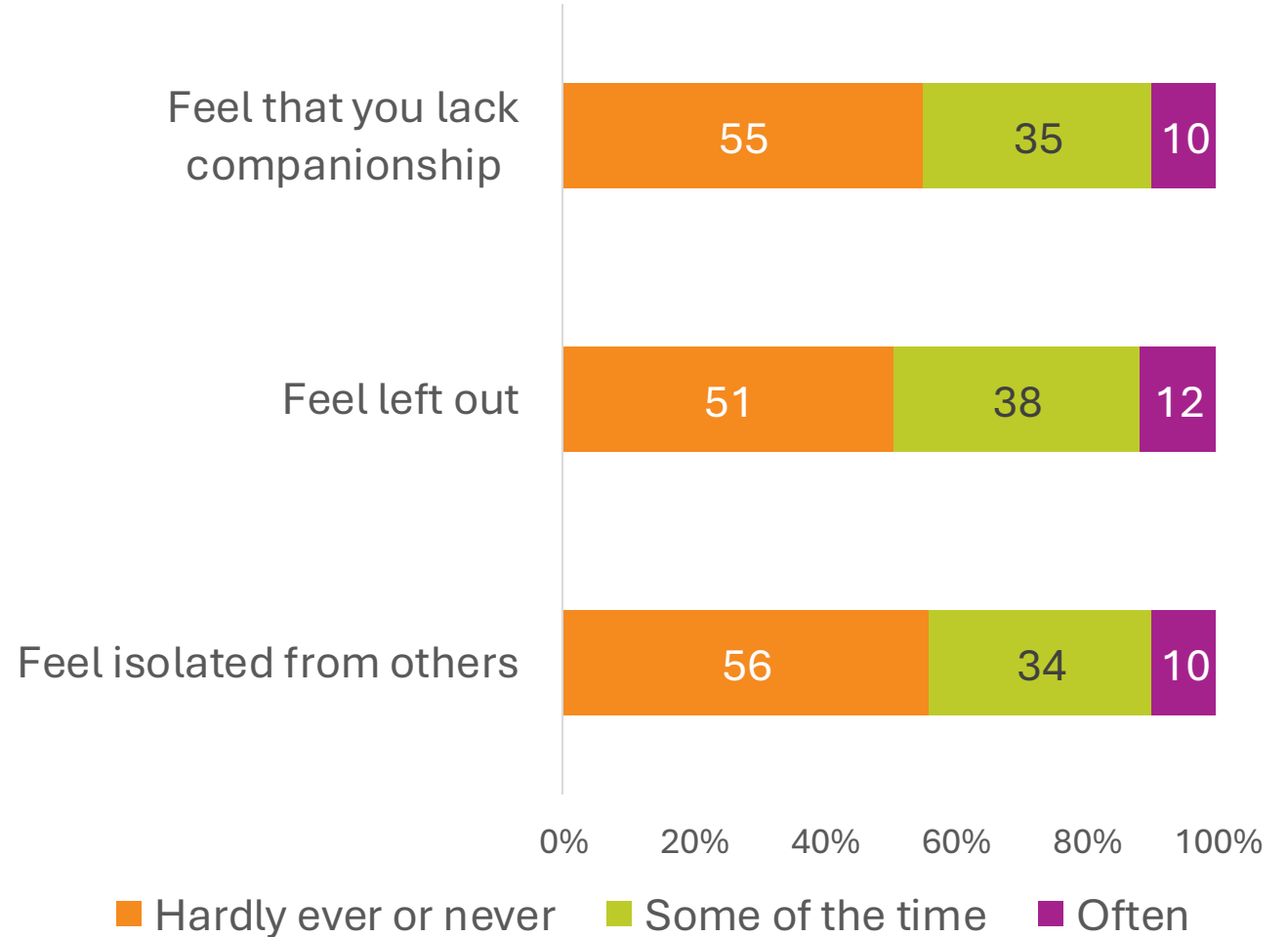


# Feelings of Loneliness



How often do you experience the following items?

A slight majority of rural Nebraskans say they hardly ever or never experience feelings of loneliness.





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## For the full Rural Poll Report:

