



# 2024 NEBRASKA RURAL POLL RESEARCH REPORT



**Insights into  
Community**

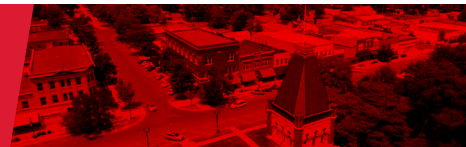
Nebraska Rural Poll Research Report 24-6, January 2025.

Cover photo used with permission from Craig Chandler, University Communications.

All of the research reports detailing Nebraska Rural Poll results are located on its webpage at:  
<http://ruralpoll.unl.edu>

Funding for this project was provided by Nebraska Extension of the Institute for Agriculture and Natural Resources, Rural Prosperity Nebraska, and the Department of Agricultural Economics.

# TABLE OF CONTENTS



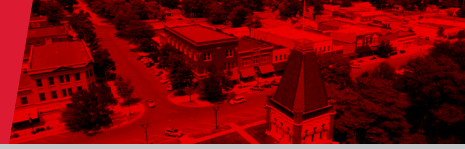
<b>Executive Summary</b>	<b>i</b>
<b>Introduction</b>	<b>1</b>
<b>Trends in Community Ratings (1996 - 2024)</b>	<b>2</b>
<i>Figure 1. Community Change, 1996 – 2024</i>	3
<i>Figure 2. Expected Community Change Ten Years from Now: 2011 – 2024</i>	4
<i>Figure 3. Feelings of Community Powerlessness: 2011-2024</i>	4
<i>Table 1. Proportion of Respondents Very or Somewhat Satisfied with Each Service, 2004 – 2024</i>	5
<i>Figure 4. Expected Destination of Those Planning to Move: 1998 – 2024</i>	6
<b>The Community and Its Attributes in 2024</b>	<b>6</b>
<i>Figure 5. Perceptions of Community Change by Region</i>	7
<i>Figure 6. Expected Community Change in Ten Years by Marital Status</i>	7
<i>Figure 7. Feelings of Community Powerlessness by Age</i>	8
<i>Figure 8. Satisfaction with Cost of Housing by Community Size</i>	9
<i>Figure 9. Dissatisfaction with Child Day Care Services by Region</i>	10
<i>Table 2. Opinions about Community</i>	11
<i>Figure 10. I Have a Say about What Goes On in this Community by Region</i>	11
<i>Figure 11. Difficulty or Ease of Leaving Community by Community Size</i>	13
<b>Plans to Leave the Community</b>	<b>13</b>
<i>Figure 12. Size of Community Planning to Move to</i>	14
<b>Community Marketing</b>	<b>14</b>
<i>Figure 13. Perceptions of Future Community Investments</i>	15
<i>Figure 14. Support for Investment in K-12 Education by Length of Time in Community</i>	16
<i>Figure 15. How Frequently Community Promotes Various Items</i>	16
<b>Conclusion</b>	<b>17</b>

# LIST OF APPENDIX TABLES & FIGURES



<b>Appendix Figure 1</b> <i>Regions of Nebraska</i>	<b>18</b>
<b>Appendix Table 1</b> <i>Demographic Profile of Rural Poll Respondents Compared to 2017 - 2021, American Community Survey 5-Year Average for Nebraska</i>	<b>19</b>
<b>Appendix Table 2</b> <i>Perceptions of Community Change by Community Size, Region and Individual Attributes</i>	<b>20</b>
<b>Appendix Table 3</b> <i>Expectations of Future Community Change by Community Size, Region and Individual Attributes</i>	<b>21</b>
<b>Appendix Table 4</b> <i>Measures of Community Attributes in Relation to Community Size, Region and Individual Attributes</i>	<b>22</b>
<b>Appendix Table 5</b> <i>Feelings of Community Powerlessness by Community Size, Region and Individual Attributes</i>	<b>24</b>
<b>Appendix Table 6</b> <i>Level of Satisfaction with Community Services and Amenities</i>	<b>25</b>
<b>Appendix Table 7</b> <i>Measures of Satisfaction with Ten Services and Amenities in Relation to Community Size, Region and Individual Attributes</i>	<b>26</b>
<b>Appendix Table 8</b> <i>Feelings about Community by Community Size, Region and Individual Attributes</i>	<b>29</b>
<b>Appendix Table 9</b> <i>Opinions about Leaving Community by Community Size, Region and Individual Attributes</i>	<b>33</b>
<b>Appendix Table 10</b> <i>Plans to Leave Community by Community Size, Region and Individual Attributes</i>	<b>34</b>
<b>Appendix Table 11</b> <i>Size of Community Planning to Move to by Community Size, Region and Individual Attributes</i>	<b>35</b>
<b>Appendix Table 12</b> <i>Perceptions of Future Community Investments by Community Size, Region and Individual Attributes</i>	<b>36</b>
<b>Appendix Table 13</b> <i>Perceptions of Community Promotions by Community Size, Region and Individual Attributes</i>	<b>41</b>

# EXECUTIVE SUMMARY



The past year continued to be challenging for rural Nebraskans. Inflation continues to impact household budgets. Combined with lower agricultural commodity prices, these economic conditions can impact businesses in rural communities. Given these challenges, how do rural Nebraskans feel about their community? Are they satisfied with the services provided by their community? Have these views changed over the past 29 years? This paper provides a detailed analysis of these questions.

This report details 1,010 responses to the 2024 Nebraska Rural Poll, the 29th annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their community. Trends for some of the questions are examined by comparing data from the 28 previous polls to this year's results. In addition, comparisons are made among different respondent subgroups, that is, comparisons by age, occupation, region, etc. Based on these analyses, some key findings emerged:

- **By many different measures, rural Nebraskans are positive about their community.**
  - Most rural Nebraskans rate their community favorably on its social dimensions. Overall, respondents rate their communities as friendly (71%), trusting (55%) and supportive (62%).
  - Most rural Nebraskans say it would be difficult to leave their community. Almost six in ten rural Nebraskans (58%) say it would be difficult to leave their community. Three in ten (30%) indicate it would be easy for their household to leave their community.
  - Most rural Nebraskans have a positive attachment to their community. Most rural Nebraskans agree that they have a good bond with others in their community (58%), they feel like a member of their community (57%), they belong in their community (57%), and they feel connected to their community (52%).
  - Most rural Nebraskans disagree that their community is powerless to control its future. Just under six in ten rural Nebraskans (58%) strongly disagree or disagree that their community is powerless to control its own future.
- **Rural Nebraskans are more positive about the current change in their communities this year but are less positive about its future.** Starting three years ago, the proportion believing their community had changed for the worse was more than the proportion believing it had changed for the better (similar to what occurred in 2003 and 2009). However, that trend reversed back to the typical pattern last year and continued this year. This year, more believe their community has changed for the better than has changed for the worse. When asked about what they expect ten years from now, this year more people believe their community will be a worse place to live ten years from now than a better place, also occurring in both 2011 and 2023.
  - Persons living in the North Central region are more likely than persons living in other regions of the state to say their community will be a better place to live ten years from now. One-third of the residents of this region (33%) believe their community will be a better place to live ten years from now, compared to 12 percent of residents of the Panhandle.
  - Married persons are more likely than persons with different marital statuses to say their community will be a better place to live ten years from now. Just over three in ten married persons (31%) believe their community will be a better place to live ten years from now, compared to just over one in ten persons who have never married. Furthermore, almost one-half (46%) of the persons who have never married say their

community will be a worse place to live ten years from now.

- **Persons living in or near larger communities are more likely than persons living in or near smaller communities to get what they need in their community.** However, persons living in or near the smallest communities are more likely than persons living in or near larger communities to have an attachment to their community.
- **Except for some services that are largely unavailable in rural communities, rural Nebraskans are generally satisfied with basic community services and amenities.** The services or amenities respondents are most satisfied with include fire protection (84%), parks and recreation (71%), library services (73%), cellular phone service (65%), law enforcement (62%), religious organizations (62%), sewage/waste disposal (61%), Internet service (61%), and education (K – 12) (60%). At least four in ten respondents are either very dissatisfied or somewhat dissatisfied with cost of housing (65%), retail shopping (55%), streets and roads (49%), entertainment (54%), restaurants (54%), quality of housing (49%), and local government (42%).
  - Residents of the North Central region are more likely than residents of other regions of the state to be dissatisfied with their community’s child day care services. Just over one-half (52%) of residents of the North Central region are dissatisfied with their child day care services, compared to just over one-quarter of the residents of the Panhandle.
- **Rural Nebraskans support community investment in jobs, K -12 education, and entertainment or culture.** Most rural Nebraskans believe their communities should invest somewhat more or much more in the following areas: local and regional job opportunities (72%), K- 12 education (infrastructure and people) (66%), and entertainment and cultural events (56%). Many rural Nebraskans also support increased investment in the area’s natural resources (49%) and medical services (47%).
  - Newcomers to the community are more likely than long-term residents to support much more investment in K-12 education. Just over four in ten newcomers say their community should invest much more in K-12 education, compared to just over two in ten long-term residents.
- **Many rural Nebraskans say their community frequently promotes medical services and the area’s K-12 educational system.** Just over one-third (35%) say their community promotes medical services very frequently. Just over one-quarter (26%) say their community frequently promotes the area’s K-12 educational system.

# REPORT



## INTRODUCTION

The past year continued to be challenging for rural Nebraskans. Inflation continues to impact household budgets. Combined with lower agricultural commodity prices, these economic conditions can impact businesses in rural communities. Given these challenges, how do rural Nebraskans feel about their community? Are they satisfied with the services provided by their community? Have these views changed over the past 29 years? This paper provides a detailed analysis of these questions.

This report details 1,010 responses to the 2024 Nebraska Rural Poll, the 29th annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their community.

### **Methodology and Respondent Profile**

This study is based on 1,010 responses from Nebraskans living in 86 counties in the state.<sup>1</sup> A self-administered questionnaire was mailed in May and June to 5,887 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, civil discourse, economic and trade policy, housing, and artificial intelligence. This paper reports only results from the community section.

A 17% response rate was achieved using the total design method (Dillman, 1978). The sequence of steps used is as follows:

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 responded approximately two weeks after the questionnaire was sent.
4. Those who had not 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 2017 - 2021 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 when 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 valuable insights into the 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 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

<sup>1</sup> In the spring of 2013, the Grand Island area (Hall, Hamilton, Howard and Merrick Counties) was designated a metropolitan area, though Howard County was no longer considered a metropolitan county in 2023. To facilitate comparisons from previous years, these four counties are still included in our sample. In addition, the Sioux City area

metropolitan counties of Dixon and Dakota were added in 2014 because of a joint Metro Poll being conducted by the University of Nebraska at Omaha to ensure all counties in the state were sampled. Although classified as metro, Dixon County is rural in nature. Dakota County is similar in many respects to other "micropolitan" counties the Rural Poll surveys.

(using U.S. Census figures from 2020).

The average age of respondents is almost 51 years. Sixty-nine percent are married (Appendix Table 1) and 62 percent live within the city limits of a town or village. On average, respondents have lived in Nebraska for 43 years and have lived in their current community for over 27 years. Fifty-one percent live 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 2023 approximate household income from all sources, before taxes, as below \$40,000. Sixty-six percent report incomes over \$60,000. Seventy-five percent were employed in 2023 on a full-time, part-time, or seasonal basis. Twenty percent are retired. Twenty-eight percent of those employed reported working in a management, professional, or education occupation. Eleven percent indicated they were employed in agriculture.

## **TRENDS IN COMMUNITY RATINGS (1996 - 2024)**

Comparisons between the community data collected this year and the 28 previous studies are made. These were independent samples (the same people were not surveyed each year).

### **Community Change – 29-Year Trend**

To examine respondents' perceptions of how their community has changed, they were asked the question, "Communities across the nation are undergoing change. When you think about this past year, would you say...My community has changed for the..." Answer categories were better, no change or worse.

One difference in the wording of this question has occurred over the past 29 years. Starting in 1998, the phrase "this past year" was added to the question; no time frame was given to the respondents in the first two studies. Also, in 2007 the middle response "same" was replaced with "no change."

Rural Nebraskans' views about the change in their community have generally been positive. The proportion believing their community has changed for the better has typically been greater than the proportion believing it has changed for the worse, especially between 2012 and 2020 when the gap between the two widened (Figure 1). However, in both 2021 and 2022, the proportion believing their community had changed for the worse was more than the proportion believing it had changed for the better (similar to what occurred in 2003 and 2009). This trend reverted to its typical pattern last year and this year. Currently, more believe their community has changed for the better than has changed for the worse.

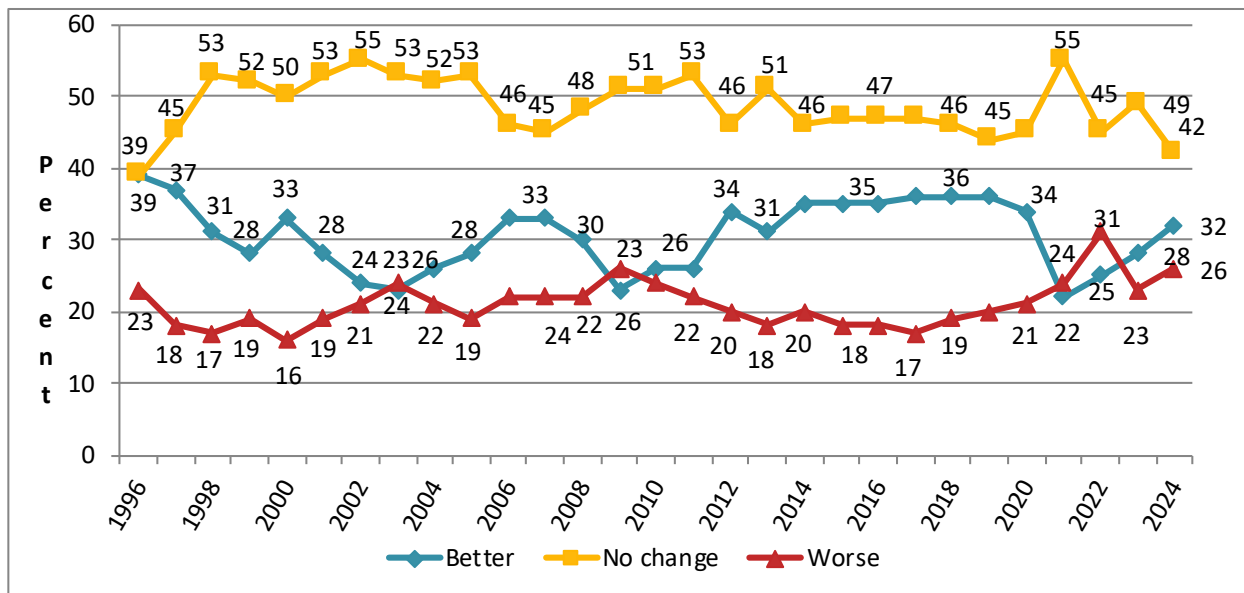
The proportion saying their community has changed for the better has averaged approximately 31 percent. Following a seven-year period of general decline, the proportion saying their community has changed for the better increased from 23 percent in 2003 to 33 percent in 2007. It then declined to 23 percent in 2009. However, the proportion viewing positive change in their community then generally increased to 34 percent in 2012 and stayed fairly stable before sharply declining to 25 percent in 2022. It has since steadily increased to 32 percent this year.

The proportion of individuals saying their community has stayed the same first increased from 1996 to 1998. It then remained fairly steady during the following eight years but declined in both 2006 and 2007. Then it steadily increased to 53 percent in 2011. However, the proportion believing their community has stayed the same then generally declined to 45 percent in 2020. In 2021, it increased sharply to 55 percent before generally declining to 42 percent this year.

The proportion saying their community has changed for the worse had remained steady across all 29 years, averaging 21 percent. It increased from 22 percent in 2008 to 26 percent in 2009. Since then, it generally decreased to 17 percent in 2017 before steadily increasing to 31 percent in 2022 (the highest proportion across all 29 years of the study). It then declined to 23 percent last year but increased slightly to



**Figure 1. Community change 1996 - 2024**



26 percent this year.

Starting in 2011, respondents were also asked to predict the expected change in their community ten years from now. The exact question wording was, “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?”

The proportion believing their community will be a better place to live ten years from now had generally increased, from 20 percent in 2011 to 26 percent in 2022 (Figure 2). However, it declined to 22 percent last year before increasing to 25 percent this year. The proportion believing their community will be a worse place to live generally declined from 24 percent in 2011 to 18 percent in 2020, before increasing to 27 percent this year (the highest proportion across all 14 years, also occurring in 2022). During the past two years, more people believe their community will be a worse place to live ten years from now than a better place, also occurring in 2011. The proportion saying the community will remain about the same decreased from last year (52% to 47%).

**Community Social Dimensions and Powerlessness – 29-Year Trend**

Respondents were also asked each year if they would describe their communities

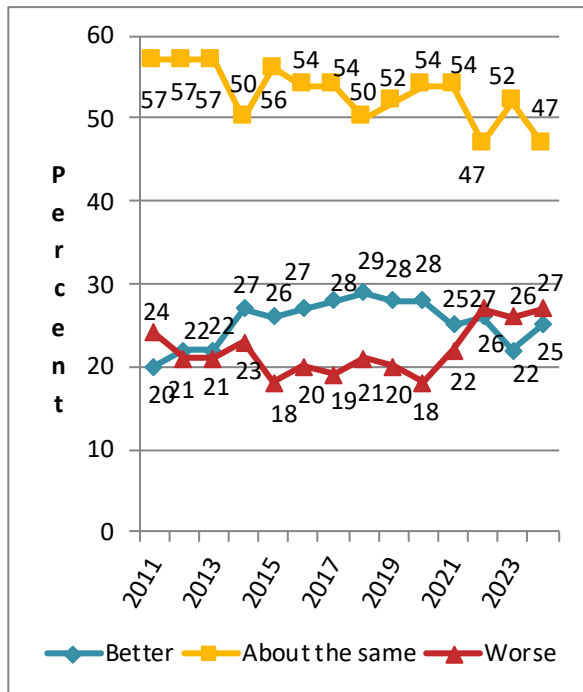
as friendly or unfriendly, trusting or distrusting, and supportive or hostile. For each of these three dimensions, respondents were asked to rate their community using a seven-point scale between each pair of contrasting views. The proportion of respondents who view their community as friendly has remained fairly steady over the 29-year period, ranging from 69 to 79 percent. The proportion of respondents who view their community as trusting has also remained fairly steady. However, this year that proportion was 55 percent, the lowest across all years of the study.

A similar pattern emerged when examining the proportion of respondents who rated their community as supportive. The proportions rating their community as supportive have ranged from 60 percent to 71 percent.

Starting in 2001, respondents were also asked a question to determine if they view their community as powerless. They were asked, “Do you agree or disagree with the following statement? My community is powerless to control its own future.” They were given a five-point scale that ranged from strongly disagree to strongly agree.

In general, rural Nebraskans’ perceptions of the powerlessness of their community has remained fairly stable (Figure 3). The proportion disagreeing with the statement

**Figure 2.** Expected community change ten years from now: 2011 - 2024



generally increased from 56 percent in 2011 to 62 percent last year before declining to 58 percent this year.

### Plans to Leave the Community – 27-Year Trend

Starting in 1998, respondents were asked, “Do you plan to move from your community in the next year?” The proportion planning to leave their community has remained relatively stable during the past 27 years, ranging from 3 percent to 8 percent.

The expected destination for the persons planning to move has changed over time (Figure 4). Following a brief increase in 2021, the proportion of expected movers planning to leave the state sharply decreased from 64 percent to 41 percent last year. However, it increased to 57 percent this year. The proportion expecting to leave the state has averaged approximately 46 percent over the 27-year period.

The proportion of expected movers planning to move to either the Omaha or Lincoln area generally declined between 2006 and 2012, from 21 percent to 11 percent. However, it was fairly inconsistent through 2018 – showing alternate patterns of increases and declines. It then generally declined between 2019 and 2022, before

seeing a dramatic change the past two years. The proportion of expected movers planning to move to the Omaha or Lincoln area has averaged approximately 16 percent.

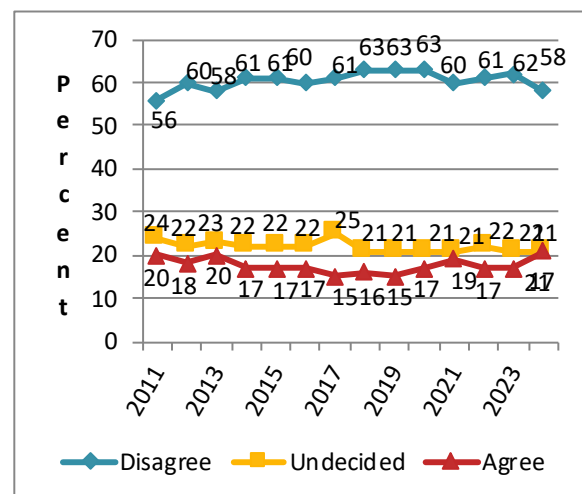
The proportion of expected movers planning to move to other areas of rural Nebraska generally increased from 28 percent in 2011 to 39 in 2014, but then declined to 28 percent in 2016. Since then, alternate patterns of sharp increases and decreases have been seen. The average proportion expecting to move to other areas of rural Nebraska has been approximately 38 percent.

### Community Services and Amenities

Respondents were also asked how satisfied they are with various community services and amenities each year. They were asked about this in all 29 studies; however, in 1996 they were also asked about the availability of these services. Comparisons will only be made between the last 20 studies. The respondents were asked how satisfied they were with a list of 27 services and amenities, taking into consideration availability, cost, and quality.

Table 1 shows the proportions very or somewhat satisfied with the service each year. The rank ordering of these items has remained relatively stable over the 20 years. However, the proportion of rural Nebraskans satisfied with many social services has generally declined across all 20 years. As an example, the proportion

**Figure 3.** Feelings of community powerlessness: 2011 - 2024



**Table 1.** Proportion of respondents very or somewhat satisfied with each service, 2004 - 2024

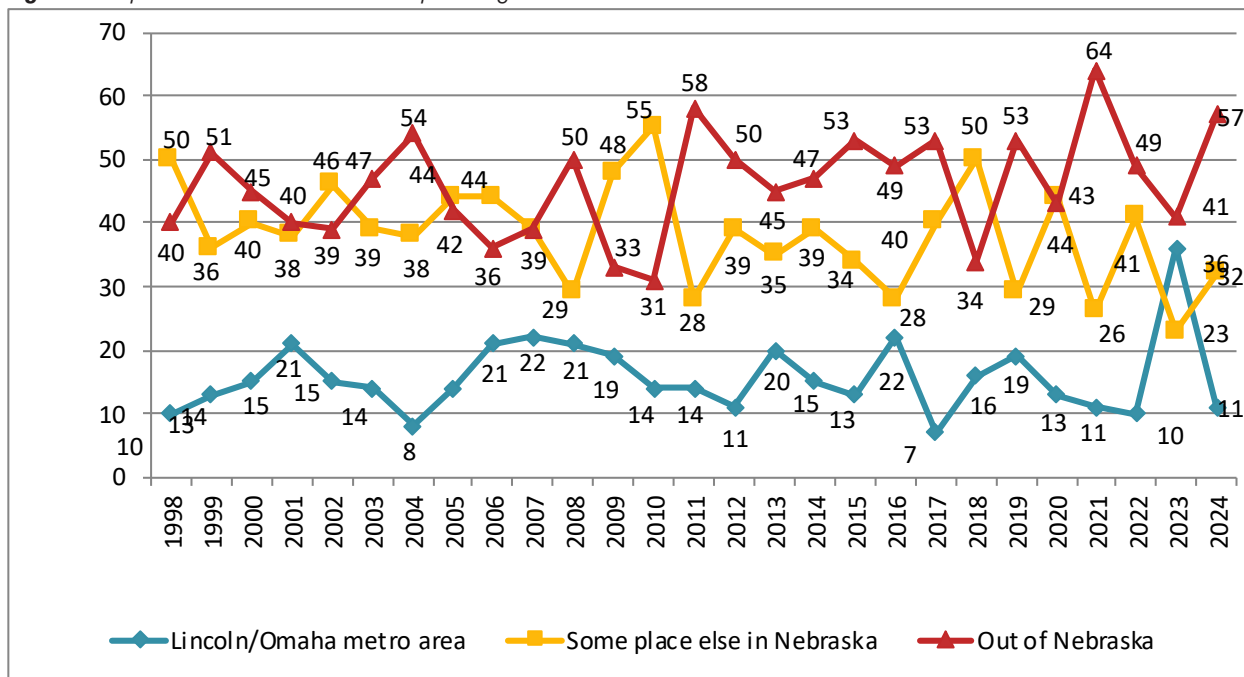
Service/Amenity	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Fire protection	*	86	85	86	87	85	86	85	86	86	87	87	85	89	89	87	86	84	85	84
Parks/recreation	74	75	74	75	74	74	75	76	76	71	76	78	75	74	79	77	73	70	74	71
Library services	72	73	74	75	74	73	73	72	73	72	73	71	73	74	73	72	68	68	70	73
Law enforcement	63	64	63	62	64	65	63	65	64	62	64	69	67	66	69	68	67	65	61	62
Education (K-12)	68	68	68	70	68	68	68	68	68	68	69	68	70	69	70	70	63	62	64	60
Religious org.	*	72	72	73	71	71	70	72	71	70	72	69	68	67	69	70	65	61	58	62
Medical care svcs	71	71	63	66	67	67	67	68	66	62	62	64	63	59	64	66	62	61	57	58
Sewage/waste disposal*	*	66	66	67	66	65	65	64	67	64	65	64	66	67	65	63	61	60	63	61
Sewage disposal	63	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Water disposal	62	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Solid waste disp.	63	64	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Cell phone services	*	49	54	58	61	60	64	63	65	60	64	63	61	59	66	64	64	59	61	65
Access to higher ed	*	*	*	*	*	*	*	*	*	*	63	62	59	58	63	63	61	57	57	56
Internet service	*	50	51	57	58	56	60	59	59	56	58	56	54	53	57	54	53	54	59	61
Civic/nonprofit organizations	*	*	*	*	*	*	*	*	*	*	*	45	47	48	49	47	46	41	44	44
Restaurants	54	54	50	45	47	47	48	48	46	40	46	43	43	45	43	52	43	40	40	38
Streets and roads*	*	*	55	49	51	47	48	49	53	44	47	43	44	45	42	41	37	40	39	45
Streets	60	60	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Highway/bridges	70	69	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Comm recycling	*	*	50	48	52	54	54	54	58	53	55	52	50	51	46	44	39	38	40	42
Head start progms	39	37	29	26	28	29	27	27	27	39	39	39	40	37	44	42	34	37	35	35
Quality of housing	*	*	*	*	*	*	*	*	*	44	45	45	44	47	46	48	43	36	37	32
Senior centers	59	55	48	47	47	47	48	47	48	47	49	47	47	45	43	45	40	35	37	38
Local government*	*	41	40	38	41	40	41	42	40	37	40	37	42	39	43	42	40	35	36	32
County govt.	47	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
City/village govt.	46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Cost of housing	*	*	*	*	*	*	*	*	*	50	45	45	45	46	43	43	38	33	36	21
Housing	60	61	59	59	61	59	59	57	52	*	*	*	*	*	*	*	*	*	*	*
Retail shopping	47	45	41	39	40	41	37	39	38	33	38	34	32	35	28	33	29	31	29	31
Nursing home care	55	53	46	47	45	46	46	45	43	47	47	43	44	38	40	42	36	30	34	34
Entertainment	32	34	30	26	29	32	30	30	31	26	29	26	28	29	29	31	23	25	24	26
Mental health svcs	30	27	23	23	24	23	24	25	23	21	23	22	21	19	23	25	24	24	24	25
Child day care svcs	*	*	*	*	32	34	35	35	32	34	34	33	31	30	34	34	27	23	20	20
Day care services	45	42	31	28	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Arts/cultural activities	*	*	26	25	24	27	27	27	26	24	26	22	24	26	27	24	20	23	25	25
Pub transp svcs*	*	*	17	17	19	18	19	19	20	17	19	18	17	21	20	21	17	20	20	18
Airline service	15	15	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Taxi service	12	11	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rail service	11	9	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Bus service	7	7	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

\* = Not asked that particular year; \* New items added in 2007 that combine previous items (indented below each).

of rural Nebraskans satisfied with nursing home care has dropped from 55 percent in 2005 to 34 percent this year. Similar declines occur with medical care services, senior centers, and mental health services. In addition, satisfaction with retail shopping has also generally declined over the past 20 years. Satisfaction with retail shopping declined from 47 percent in 2005 to 31 percent this year.

On the other hand, satisfaction with cellular phone service has generally increased over time. The proportion satisfied with cellular phone services has generally increased from 49 percent in 2006 (the first year it was included in the survey) to 65 percent this year. Only four services saw slight decreases in satisfaction from last year – K – 12 education (from 64 percent to 60 percent), quality of housing (from 37 percent to

**Figure 4.** Expected destination of those planning to move: 1998 - 2024



32 percent), local government (from 36 percent to 32 percent), and cost of housing (from 36 percent to 21 percent). A few services saw slight increases from last year: religious organizations (from 58 percent to 62 percent), cellular phone services (from 61 percent to 65 percent), and streets and roads (from 39 percent to 45 percent).

has changed for the better during the past year. Four in ten persons living in or near communities with populations between 1,000 and 4,999 believe their community has changed for the better, compared to 19 percent of persons living in or near communities with populations under 500.

## THE COMMUNITY AND ITS ATTRIBUTES IN 2024

In this section, the 2024 data on respondents' evaluations of their communities and its attributes are examined in terms of any significant differences that may exist depending upon the size of the respondent's community, the region in which they live, or various individual attributes such as household income or age.

### Community Change – 2024 Data

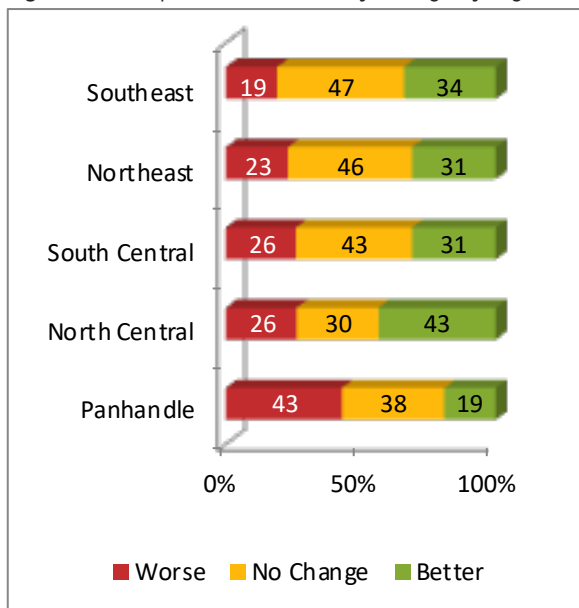
The perceptions of the change occurring in their community by various demographic subgroups are examined (Appendix Table 2). Residents living in or near mid-sized communities are more likely than persons living in or near both larger and smaller communities to say that their community

Persons living in the Panhandle are the regional group least likely to say their community has changed for the better during the past year (see Appendix Figure 1 for the counties included in each region). Only 19 percent of persons living in the Panhandle say their community changed for the better during the past year, compared to just over four in ten persons living in the North Central region (Figure 5).

The demographic groups most likely to say their community has changed for the better during the past year include: persons aged 19 to 49, married persons, persons who are divorced or separated, persons with at least four-year degrees, and persons with food service or personal care occupations.

In addition, respondents were asked to predict the expected change in their community ten years from now. Respondents' perceptions differ by the size of their community, the region where they live, and some individual attributes (Appendix Table 3).

**Figure 5.** Perceptions of community change by region



Persons living in the North Central region are more likely than persons living in other regions of the state to say their community will be a better place to live ten years from now. One-third of the residents of this region (33%) believe their community will be a better place to live ten years from now, compared to 12 percent of residents of the Panhandle.

Married persons are more likely than persons with different marital statuses to say their community will be a better place to live ten years from now. Just over three in ten married persons (31%) believe their community will be a better place to live ten years from now, compared to just over one in ten persons who have never married (Figure 6). Furthermore, almost one-half (46%) of the persons who have never married say their community will be a worse place to live ten years from now.

The other demographic groups most likely to have an optimistic view about their community’s future include persons with higher household incomes, younger persons, persons with the highest education levels, and persons with food service or personal care occupations.

**Community Social Attributes and Powerlessness – 2024 Data**

In addition to asking respondents about their perceptions of the change occurring

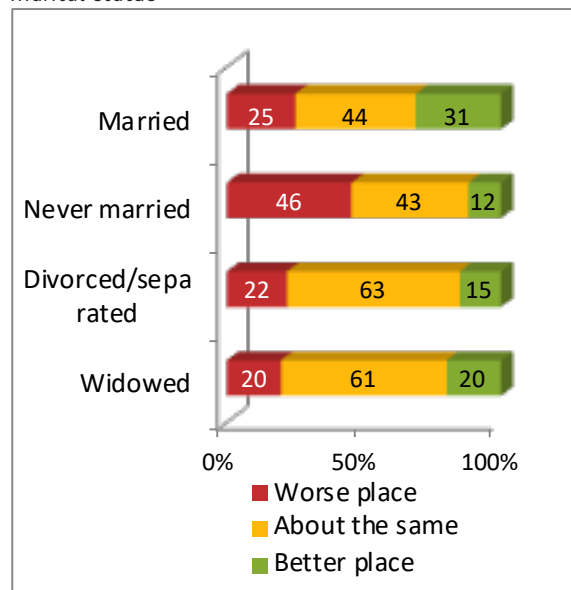
in their community, they were also asked to rate its social dimensions. They were asked if they would describe their communities as friendly or unfriendly, trusting or distrusting, and supportive or hostile. Overall, respondents rate their communities as friendly (71%), trusting (55%), and supportive (62%).

Respondents’ ratings of their community on these dimensions differ by some of the characteristics examined (Appendix Table 4). Persons living in or near smaller communities are more likely than persons living in or near larger communities to rate their community as friendly, trusting and supportive. Approximately three-quarters of persons living in or near communities with populations less than 10,000 rate their community as friendly, compared to 66 percent of persons living in or near communities with populations of 10,000 or more.

Residents of the Southeast region are more likely than residents of other regions to rate their community as both friendly and supportive. Just over eight in ten residents of the Southeast region (82%) say their community is friendly, compared to approximately two-thirds of residents of both the Panhandle and South Central regions.

Generally, persons with the highest household incomes are more likely than

**Figure 6.** Expected community change in ten years by marital status



persons with lower household incomes to rate their communities as friendly and supportive. Males are more likely than females to rate their community as friendly and supportive.

When comparing responses by marital status, both married persons and widowed persons are the groups most likely to rate their community as friendly, trusting, and supportive. Persons with higher education levels are more likely than persons with less education to rate their communities as friendly, trusting, and supportive.

Persons with production, transportation, or warehousing occupations are the group most likely to rate their community as friendly. Long-term residents of the community (those who have lived there for more than five years) are more likely than new residents to rate their community as friendly.

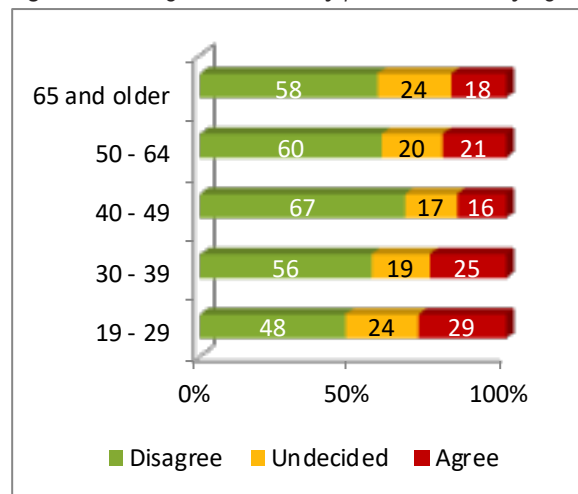
Respondents were next asked if they view their community as powerless. They were asked, “Do you agree or disagree with the following statement? My community is powerless to control its own future.” They were given a five-point scale that ranged from strongly disagree to strongly agree.

The feelings of community powerlessness are examined by community size, region and individual attributes (Appendix Table 5). Many differences emerge.

Persons living in or near larger communities are more likely than persons living in or near the smallest communities to disagree that their community is powerless to control its own future. Just over six in ten persons living in or near communities with populations of 1,000 or more disagree that their community is powerless to control its own future. In comparison, four in ten persons living in or near communities with populations between 500 and 999 share this opinion.

Older persons are more likely than younger persons to disagree that their community is powerless to control its own future. Approximately two-thirds of persons between the ages of 40 and 49 disagree with this statement, compared to just under one-half of persons age 19

**Figure 7. Feelings of community powerlessness by age**



to 29 (Figure 7). Almost three in ten of the youngest persons agree that their community is powerless to control its future.

Other groups most likely to disagree their community is powerless to control its future include persons with higher household incomes, persons with the highest education levels, and persons with food service or personal care occupations.

### **Satisfaction with Community Services and Amenities – 2024 Data**

Next, rural Nebraskans were asked to rate how satisfied they are with 27 different services and amenities, taking into consideration cost, availability, and quality. Residents report high levels of satisfaction with some services, but other services and amenities have higher levels of dissatisfaction. Eleven services listed have a higher proportion of dissatisfied responses than satisfied responses and those services are largely unavailable in rural communities.

The services or amenities respondents are most satisfied with (based on the combined percentage of “very satisfied” or “somewhat satisfied” responses) include fire protection (84%), library services (73%), parks and recreation (71%), cellular phone service (65%), law enforcement (62%), religious organizations (62%), sewage/waste disposal (61%), Internet service (61%), and education (K – 12) (60%) (Appendix Table 6). At least four in ten respondents are either

very dissatisfied or somewhat dissatisfied with cost of housing (65%), retail shopping (55%), restaurants (54%), entertainment (54%), streets and roads (49%), quality of housing (49%), and local government (42%).

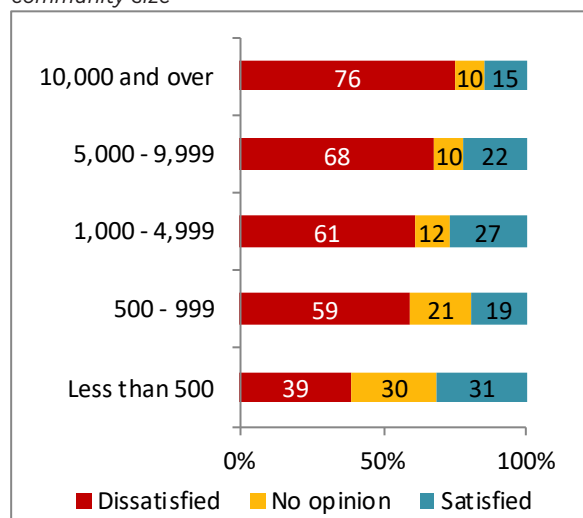
The ten services and amenities with the greatest dissatisfaction ratings were analyzed by community size, region, and various individual attributes (Appendix Table 7). Many differences emerge.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to express dissatisfaction with the cost of housing in their community. Just over three-quarters of persons living in or near communities with populations of 10,000 or more (76%) are dissatisfied with the cost of housing in their community, compared to just under four in ten persons living in or near communities with populations less than 500 (Figure 8).

Younger persons are more likely than older persons to be dissatisfied with the cost of housing in their community. Almost nine in ten persons aged 19 to 29 are dissatisfied with the cost of housing in their community, compared to just under one-half of persons aged 65 and older.

Other groups most likely to be dissatisfied with their community's cost of housing include residents of the South Central region, persons with the lowest household incomes, persons with some college

**Figure 8.** Satisfaction with cost of housing by community size



education (but less than a four year degree), and persons with construction, installation, or warehousing occupations.

Residents of the Panhandle region are more likely than residents of other regions of the state to express dissatisfaction with retail shopping in their community. Almost eight in ten Panhandle residents are dissatisfied with their community's retail shopping, compared to just under one-half of residents of the Northeast region.

Other groups most likely to be dissatisfied with their retail shopping include persons living in or near communities with populations between 500 and 999, persons with at least some college education, and persons with sales or office support occupations.

Panhandle residents are more likely than residents of other regions of the state to be dissatisfied with the restaurants in their community. Just under seven in ten residents of the Panhandle region are dissatisfied with restaurants, compared to just under one-half of the residents in both the North Central and South Central regions.

Persons aged 40 to 49 and persons in sales or office support occupations are the other groups most likely to be dissatisfied with the restaurants in their community.

Panhandle residents, persons under the age of 65, persons with at least some college education, and persons with occupations in agriculture are the groups most likely to express dissatisfaction with the entertainment in their community.

Residents of the Panhandle region are more likely than residents of other regions of the state to be dissatisfied with their streets and roads. Just over six in ten residents of the Panhandle (64%) express dissatisfaction with their streets and roads, compared to just under one-half of residents of the Southeast region.

Other groups most likely to express dissatisfaction with their streets and roads include persons aged 40 to 64 and persons with the lowest education levels.

Residents of the North Central region are more likely than residents of other regions of the state to express dissatisfaction with the quality of housing in their community. Approximately two-thirds of residents of this region (67%) are dissatisfied with the quality of housing, compared to 44 percent of persons living in either the South Central or Southeast regions.

Younger persons are more likely than older persons to be dissatisfied with the quality of housing in their community. Just over six in ten persons aged 19 to 29 are dissatisfied with the quality of housing, compared to just under four in ten persons aged 65 and older.

The groups most likely to be dissatisfied with their local government include: persons living in or near communities with populations between 500 and 999, persons with the lowest household incomes, the youngest persons, persons with the lowest education levels, and persons with construction, installation, or maintenance occupations.

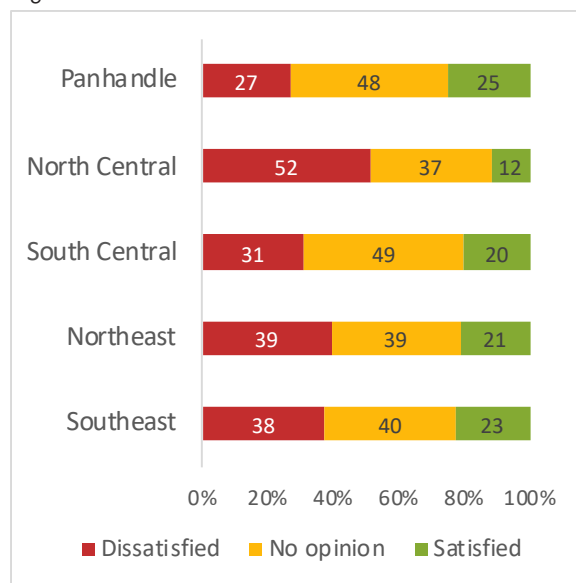
Persons living in or near communities with populations between 500 and 999, residents of the North Central region, persons between the ages of 40 and 49, and persons with occupations in agriculture are the groups most likely to express dissatisfaction with the arts/cultural activities in their community.

Persons with at least some college education and persons with sales or office support occupations are the groups most likely to express dissatisfaction with their community recycling.

Residents of the North Central region are more likely than residents of other regions of the state to be dissatisfied with the child day care services in their community. Just over one-half (52%) of residents of the North Central region are dissatisfied with their child day care services, compared to just over one-quarter of the residents of the Panhandle (Figure 9).

Younger persons are more likely than older persons to express dissatisfaction with the child day care services in their community. Just over six in ten persons between the

**Figure 9.** Dissatisfaction with child day care services by region



ages of 19 and 29 are dissatisfied with the child day care services, compared to just over two in ten persons aged 65 and older.

Persons living in or near communities with populations between 500 and 999 are the community size group most likely to be dissatisfied with their child care services.

Other groups most likely to be dissatisfied with their community's child day care services include persons with higher household incomes, persons with the highest education levels, and persons with healthcare support or public safety occupations.

### **Opinions about the Community**

Next, respondents were asked the extent to which they agree or disagree with various statements about their community. Most rural Nebraskans have a positive attachment to their community. Most rural Nebraskans agree that they have a good bond with others in their community (58%), they feel like a member of their community (57%), they belong in their community (57%), they can get what they need in their community (53%), and they feel connected to their community (52%) (Table 2). Feelings are mixed on whether they believe they have a say about what goes on in their community. Four in ten disagree with that statement, while just under three in ten agree.



**Table 2.** Opinions about community

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
I can get what I need in this community.	7%	26%	14%	44%	9%
This community helps me fulfill my needs.	8	17	27	40	8
I feel like a member of this community.	6	15	23	42	15
I belong in this community.	5	14	25	39	18
I have a say about what goes on in my community.	16	25	31	25	4
People in this community are good at influencing each other.	4	14	32	43	8
I feel connected to this community.	9	15	24	39	13
I have a good bond with others in this community.	6	11	25	42	16

Respondents' level of attachment to their community is examined by community size, region and various individual attributes (Appendix Table 8). Many differences emerge.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to agree that they can get what they need in their community. Almost six in ten persons living in or near communities with populations of 10,000 or more (58%) agree that they can get what they need in their community, compared to just under one-half of persons living in or near communities with populations under 500 (45%).

However, persons living in or near smaller communities are more likely than persons living in or near larger communities to have an attachment to their community. Persons living in or near smaller communities are more likely to agree that they feel like a member of their community, that they feel connected to the community, and they have a good bond with others in the community. Almost six in ten persons living in or near communities with populations under 500 (59%) agree that they feel connected to their community, compared to 45 percent of persons living in or near communities with populations over 10,000.

Persons living in or near mid-sized communities (populations between 1,000 and 4,999) are the group most likely to agree that their community helps them fulfill their needs and that people in their community are good at influencing each

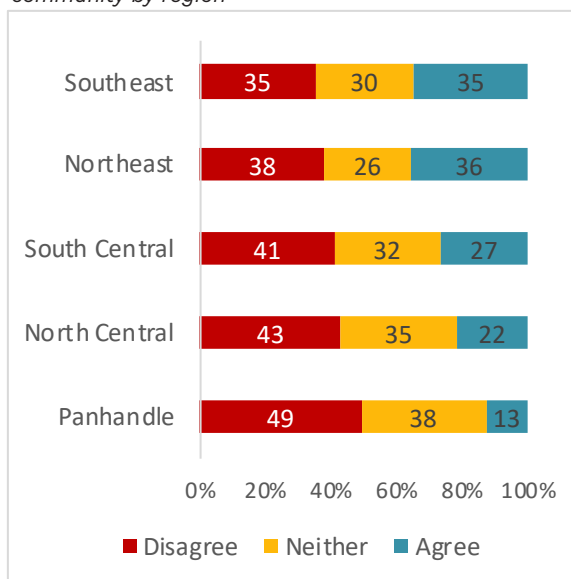
other.

Residents of both the South Central and Northeast regions are more likely than residents of other regions of the state to agree that they can get what they need in their community.

Residents of both the Northeast and Southeast regions are the regional groups most likely to agree that they have a say about what goes on in their community. Just over one-third of the residents of these two regions agree with that statement, compared to only 13 percent of Panhandle residents (Figure 10).

Residents of both the North Central and Northeast regions are more likely than

**Figure 10.** I have a say about what goes on in this community by region



residents of other regions to agree that people in this community are good at influencing each other.

Persons with higher household incomes are more likely than persons with lower incomes to agree with most of the statements listed. Just over six in ten persons with the highest household incomes (63%) agree that they feel connected to their community, compared to just under one-half of persons with household incomes under \$75,000 (approximately 44%).

Persons under the age of 30 are more likely than older persons to agree that they can get what they need in their community. Just over six in ten persons under the age of 30 agree with this statement, compared to just over four in ten persons aged 65 and older.

Persons aged 30 to 39 are the age group most likely to say that the community helps them fulfill their needs and that they feel like a member of this community. Persons between the ages of 30 and 49 are the groups most likely to agree that they belong in the community.

Persons under the age of 50 are more likely than older persons to agree that they have a say about what goes on in their community. Approximately one-third of persons under the age of 50 agree with that statement, compared to approximately one-quarter of persons aged 50 and older. The youngest persons are the group most likely to agree that people in their community are good at influencing each other.

Males are more likely than females to agree that they can get what they need in the community and that they belong in the community. Females are more likely to agree that people in the community are good at influencing each other.

Persons with higher education levels are more likely than persons with less education to agree with all of the statements listed. As an example, over one-half of persons with at least a four-year degree agree that the community helps them fulfill their needs, compared

to one-third of persons with a high school education or less.

Married persons are the marital group most likely to agree that the community helps them fulfill their needs, that they feel like a member of the community, that they have a say about what goes on in the community, and that people in the community are good at influencing each other.

Widowed persons join the married persons as the groups most likely to agree that they belong in the community, that they feel connected to the community, and have a good bond with others in the community.

Persons with food service or personal care occupations are more likely than persons with different occupations to agree that they can get what they need in the community, that they feel like a member of the community, that they belong in the community, and that they have a say about what goes on in the community.

Persons with construction, installation, or maintenance occupations are the occupation group most likely to agree that they feel connected to the community and that they have a good bond with others in the community.

Long-term residents have more attachment to their community than newcomers. Long-term residents are more likely than newcomers to agree that they feel like a member of the community, that they belong in the community, that they feel connected to the community, and have a good bond with others in the community. As an example, six in ten long-term residents agree that they belong in their community, compared to just under one-half of newcomers (48%).

Next, respondents were asked a question about how easy or difficult it would be to leave their community. The exact question wording was “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?”

## PLANS TO LEAVE THE COMMUNITY

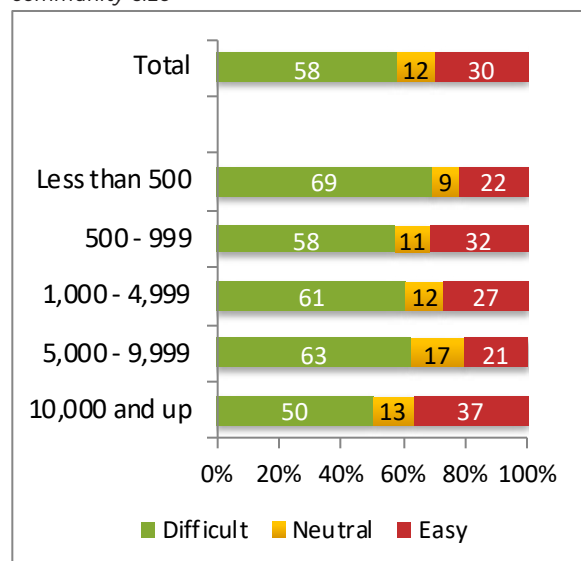
They were given a seven-point scale where 1 indicated very easy and 7 denoted very difficult. Almost six in ten rural Nebraskans (58%) say it would be difficult to leave their community (Figure 11). Three in ten (30%) indicate it would be easy for their household to leave their community. Responses to this question are examined by region, community size and various individual attributes (Appendix Table 9). Many differences appear.

Persons living in or near the smallest communities are more likely than persons living in or near larger communities to say it would be difficult to leave their community. Almost seven in ten persons living in or near communities with populations under 500 say it would be difficult to leave their community, compared to one-half of persons living in or near the largest communities (Figure 11).

Long-term residents of the community are more likely than newcomers to say it would be difficult to leave their community. Over six in ten long-term residents (62%) say it would be difficult to leave the community, compared to just under four in ten newcomers (36%).

Other groups most likely to say it would be difficult to leave their community include persons with higher household incomes, widowed persons, and persons with food service or personal care occupations.

**Figure 11.** Difficulty or ease of leaving community by community size



To determine rural Nebraskans' migration intentions, respondents were asked, "Do you plan to move from your community in the next year?" Response options included: yes, to the Lincoln/Omaha metro areas; yes, to someplace in Nebraska outside the Lincoln/Omaha metro areas; yes, to some place other than Nebraska; no; and uncertain.

Only seven percent of rural Nebraskans indicate they are planning to move from their community in the next year, 14 percent are uncertain, and 79 percent have no plans to move. Of those planning to move, almost six in ten (57%) plan to leave Nebraska. Just over four in ten (43%) plan to remain in the state, with 11 percent planning to move to either the Lincoln or Omaha area and 32 percent planning to move to another part of the state.

Intentions to move from their community differ by many of the characteristics examined (Appendix Table 10). Residents of the Panhandle are more likely than residents of other regions of the state to be uncertain if they are planning to move. Just over two in ten Panhandle residents are uncertain if they are planning to move.

Persons with the lowest household incomes are more likely than persons with higher incomes to either be planning to move from their community in the next year or are uncertain if they will do so. Sixteen percent of the persons with household incomes under \$40,000 are planning to move from their community in the next year and an additional 20 percent are uncertain of their plans. Other groups most likely to be uncertain if they plan to move from their community in the next year include persons who are divorced or separated, persons with the lowest education levels, newcomers to the community, persons with sales or office support occupations and persons with production, transportation or warehousing occupations.

The youngest persons are the age group

most likely to be planning to move from their community in the next year. Fifteen percent of persons aged 19 to 29 are planning to move from their community in the next year.

Other groups most likely to be planning to move from their community in the next year include persons who have never married, persons with sales or office support occupations, and newcomers to the community.

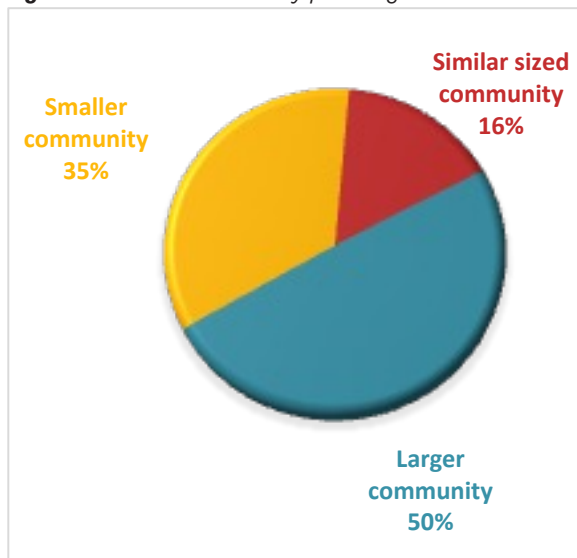
A follow-up question (asked only of those who indicated they were planning to move) asked to what size of community they were planning to move. The answer categories for this question were: in or near a community larger than your current one, in or near a community smaller than your current one, and in or near a community of the same size as your current one.

One-half of expected movers are planning to move to a larger community than their current one (Figure 12). Just over one-third (35%) are planning to move to a community smaller than their current one and 16 percent are planning to move to a community of similar size to their current one.

The expected destinations of those planning to move are examined by community size, region and individual attributes (Appendix Table 11).

Potential movers from the Northeast region

**Figure 12.** Size of community planning to move to



are more likely than potential movers from other regions of the state to be planning to move to a larger community. Nine in ten of the potential movers from the Northeast region are planning to move to a larger community.

Potential movers with lower household incomes are more likely than potential movers with higher incomes to be planning to move to a smaller community.

In general, older potential movers are more likely than younger potential movers to be planning to move to a larger community. Over two-thirds of the youngest potential movers plan to move to a smaller community than their current one.

Just over one-half of the potential movers who are newcomers to the community are planning to move to a smaller community. Most long-term residents who are planning to move are looking to move to a larger community.

A slight majority of potential movers who are planning to leave the state (51%) are planning to move to a larger community. Most potential movers who are staying in nonmetropolitan Nebraska (68%) are planning on moving to a smaller community.

## COMMUNITY MARKETING

In order for communities to sustain or grow their population, they need to create an environment that will make current residents want to stay and attract new residents. Community marketing that focuses on the community's assets can attract new residents. This can involve making investments in those areas of the community. To further explore this, respondents were asked, "Over the next several years, do you think your community should invest less, more, or about the same in each of the following?"

Rural Nebraskans support community investment in jobs, K-12 education, and entertainment or culture. Most rural Nebraskans believe their communities should invest somewhat more or much more in the following areas: local and

regional job opportunities (72%), K- 12 education (infrastructure and people) (66%), and entertainment and cultural events (56%) (Figure 13). Many rural Nebraskans also support increased investment in the area’s natural resources (49%) and medical services (47%).

The support for community investments is examined by community size, region, and various individual attributes (Appendix Table 12). Many differences emerge.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to support much more investment in local and regional job opportunities. Almost three in ten persons living in or near communities with populations of 10,000 or more support much more investment in local and regional job opportunities, compared to two in ten persons living in or near communities with populations less than 500.

Panhandle residents are more likely than residents of other regions of the state to

support much more investment in local and regional job opportunities. Over four in ten Panhandle residents (44%) support much more investment in job opportunities, compared to less than two in ten residents of both the South Central and Northeast regions.

Other groups most likely to support much more investment in local and regional job opportunities include: persons with mid-level household incomes, persons aged 40 to 49, and persons with production, transportation, or warehousing occupations.

Panhandle residents are more likely than residents of other regions of the state to say their community should invest much more in medical services over the next several years. Just over four in ten Panhandle residents (42%) say their community should invest much more in medical services over the next several years, compared to seven percent of the residents of the South Central region.

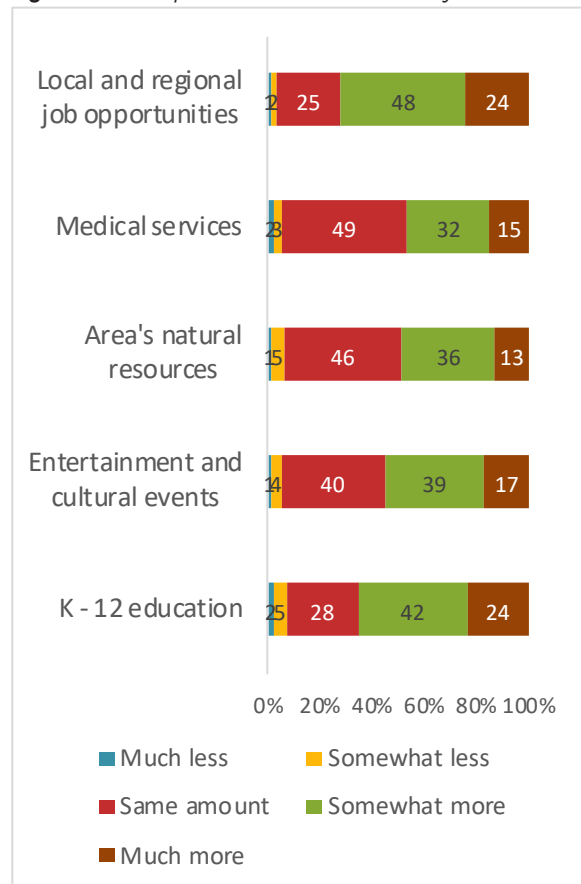
The other groups most likely to support their community investing much more in medical services over the next several years include: persons living in or near larger communities; persons with production, transportation, or warehousing occupations; and newcomers to the community.

Persons living in or near the smallest communities, residents of the North Central region, persons with higher household incomes, and long-term residents of the community are the groups most likely to support their community investing much more in the area’s natural resources.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to say their community should invest much more in entertainment and cultural events. Just over two in ten persons living in or near the largest communities say their community should invest much more in these events, compared to one in ten persons living in or near the smallest communities.

The other groups most likely to say their community should invest much more in cultural events include divorced or separated persons, persons with sales or

**Figure 13.** Perceptions of future community investments



office support occupations, and long-term residents.

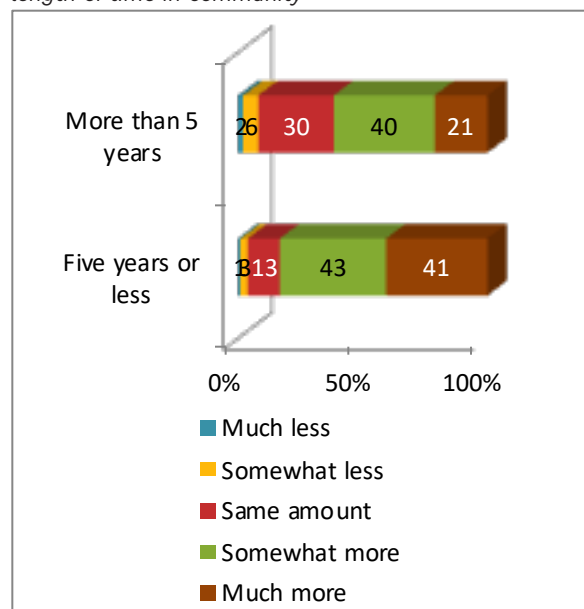
Persons aged 30 to 49 are the age group most likely to support much more investment in K-12 education. One-third of persons in these age groups say their community should invest much more in K-12 education, compared to just over one in ten persons aged 65 and older.

Newcomers to the community are more likely than long-term residents to support much more investment in K-12 education. Just over four in ten newcomers say their community should invest much more in K-12 education, compared to just over two in ten long-term residents (Figure 14).

The other groups most likely to support much more investment in K-12 education include females and married persons.

Finally, respondents were asked to what extent their community promotes those same areas. Many rural Nebraskans say their community frequently promotes medical services and the area's K-12 educational system. Just over one-third (35%) say their community promotes medical services very frequently (Figure 15). Just over one-quarter (26%) say their community frequently promotes the area's K-12 educational system.

**Figure 14.** Support for investment in K-12 education by length of time in community



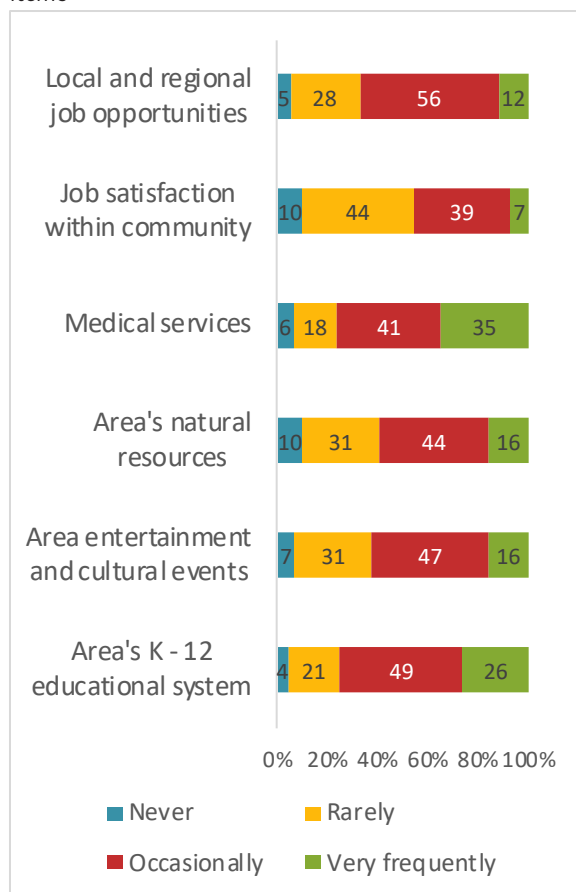
The perceptions of how frequently their community promotes various items are examined by community size, region, and various individual attributes (Appendix Table 13). Some differences emerge.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to say their community very frequently promotes local and regional job opportunities.

Other groups most likely to say their community frequently promotes local and regional job opportunities include: married persons, persons with higher education levels, and persons with food service or personal care occupations.

Persons living in or near larger communities, married persons, widowed persons, and persons with healthcare support or public safety occupations are the groups most likely to say their community frequently promotes job satisfaction within the community.

**Figure 15.** How frequently community promotes various items



Persons living in or near larger communities are more likely than persons living in or near smaller communities to say their community frequently promotes its medical services. Other groups most likely to say their community frequently promotes its medical services include: residents of the South Central region, residents of the Southeast region, persons with the highest household incomes, married persons, and persons with higher education levels.

Persons with sales or office support occupations and newcomers to the community are the groups most likely to say their community frequently promotes the area's natural resources.

Residents of the Panhandle, persons with higher household incomes, and the youngest persons are the groups most likely to say their community frequently promotes area entertainment and cultural events.

Persons living in or near mid-sized communities are more likely than persons living in or near both smaller and larger communities to say their community frequently promotes the area's K-12 educational system.

The other groups most likely to say their community frequently promotes the area's K-12 educational system include younger persons and females.

## **CONCLUSION**

Rural Nebraskans are more positive about the current change in their communities this year but are less positive about its future. Starting three years ago, the proportion believing their community changed for the worse was more than the proportion believing it had changed for the better (similar to what occurred in 2003 and 2009). However, last year that trend reversed back to the typical pattern and continued this year. This year, more people believe their community has changed for the better than has changed for the worse. When asked about what they expect ten years from now, this year more people believe their community will be a worse place to live ten years from now than a

better place.

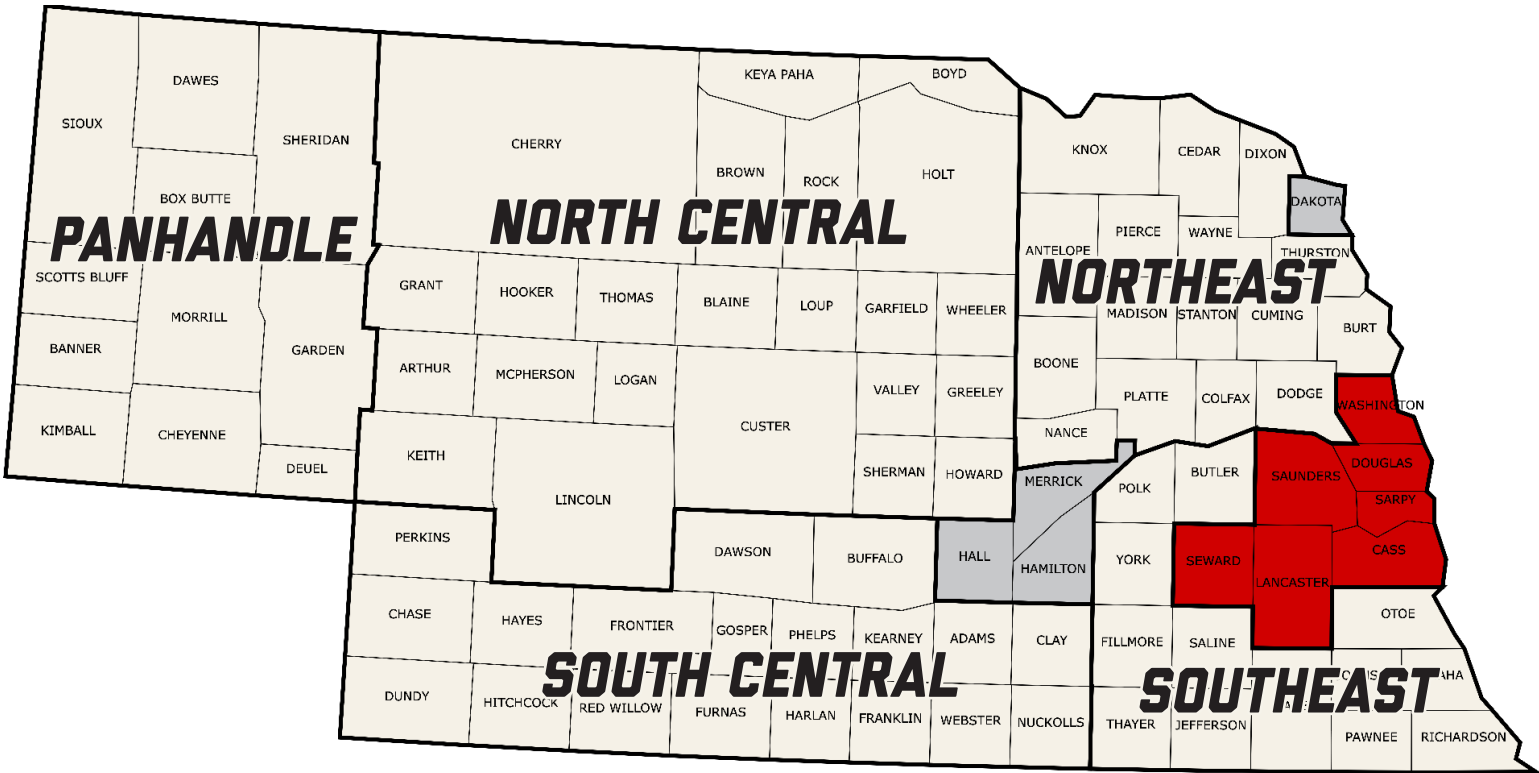
Despite that, rural Nebraskans are positive about their community by many different measures. Most rural Nebraskans rate their community favorably on its social dimensions, as friendly, trusting and supportive. Most rural Nebraskans also say it would be difficult to leave their community and have a positive attachment to their community. Finally, most rural Nebraskans disagree that their community is powerless to control its future.

Differences in perceptions of their community are evident by community size. Persons living in or near larger communities are more likely than persons living in or near smaller communities to get what they need in their community. However, persons living in or near the smallest communities are more likely than persons living in or near larger communities to have an attachment to their community.

Rural Nebraskans support community investment in jobs, K-12 education, and entertainment or culture. Most rural Nebraskans believe their communities should invest somewhat more or much more in the following areas: local and regional job opportunities, K-12 education (infrastructure and people), and entertainment and cultural events. Many rural Nebraskans also support increased investment in the area's natural resources and medical services. And, many rural Nebraskans say their community frequently promotes medical services and the area's K-12 educational system.

Appendix Figure 1. Regions of Nebraska

# 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



**Appendix Table 1. Demographic Profile of Rural Poll Respondents<sup>1</sup> Compared to 2017 – 2021 American Community Survey 5-Year Average for Nebraska\***

	<b>2024 Poll</b>	<b>2023 Poll</b>	<b>2022 Poll</b>	<b>2021 Poll</b>	<b>2020 Poll</b>	<b>2017 - 2021 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	57%	60%	51%	55%	55%	50%
Male	43%	40%	49%	45%	46%	50%
<b>Education: <sup>4</sup></b>						
Less than high school graduate	2%	2%	2%	3%	3%	10%
High school diploma (or equiv.)	13%	16%	16%	16%	16%	32%
Some college, no degree	25%	25%	26%	26%	18%	24%
Associate degree	10%	13%	16%	15%	24%	12%
Bachelors degree	33%	28%	25%	28%	26%	16%
Graduate or professional degree	17%	17%	16%	13%	14%	7%
<b>Household Income: <sup>5</sup></b>						
Less than \$20,000	10%	7%	6%	8%	7%	14%
\$20,000 - \$39,999	11%	12%	15%	17%	14%	19%
\$40,000 - \$59,999	14%	15%	17%	16%	19%	18%
\$60,000 - \$74,999	11%	18%	17%	14%	16%	11%
\$75,000 - \$99,999	17%	16%	16%	17%	21%	15%
\$100,000 - \$149,999	23%	22%	17%	19%	15%	15%
\$150,000 - \$199,999	9%	6%	6%	5%	5%	5%
\$200,000 or more	5%	5%	6%	4%	4%	4%
<b>Marital Status: <sup>6</sup></b>						
Married	69%	71%	66%	69%	69%	61%
Never married	13%	13%	17%	13%	12%	20%
Divorced/separated	11%	10%	10%	11%	10%	12%
Widowed/widower	7%	7%	7%	7%	8%	8%

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

<sup>2</sup> 2017-2021 American Community Survey universe is non-metro population 20 years of age and over.

<sup>3</sup> 2017-2021 American Community Survey universe is non-metro population 20 years of age and over.

<sup>4</sup> 2017-2021 American Community Survey universe is non-metro population 25 years of age and over.

<sup>5</sup> 2017-2021 American Community Survey universe is all non-metro households.

<sup>6</sup> 2017-2021 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. Perceptions of Community Change by Community Size, Region and Individual Attributes*

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

	<u>Worse</u>	<u>No Change</u>	<u>Better</u>	<u>Significance</u>
<b>Total</b>	26	42	32	
	<i>Percentages</i>			
<b>Community Size</b>		(n = 924)		
Less than 500	26	56	19	
500 - 999	30	44	26	
1,000 - 4,999	22	39	40	$\chi^2 = 19.20^*$ (.014)
5,000 - 9,999	29	42	29	
10,000 and up	26	41	33	
<b>Region</b>		(n = 938)		
Panhandle	43	38	19	
North Central	26	30	43	
South Central	26	43	31	$\chi^2 = 30.16^*$ (.000)
Northeast	23	46	31	
Southeast	19	47	34	
<b>Income Level</b>		(n = 891)		
Under \$40,000	30	43	28	
\$40,000 - \$74,999	26	46	28	$\chi^2 = 9.70$ (.138)
\$75,000 - \$99,999	29	38	34	
\$100,000 and over	22	41	37	
<b>Age</b>		(n = 939)		
19 - 29	24	43	34	
30 - 39	15	47	38	
40 - 49	28	36	37	$\chi^2 = 21.27^*$ (.006)
50 - 64	33	41	27	
65 and older	26	46	29	
<b>Gender</b>		(n = 926)		
Male	24	45	32	$\chi^2 = 1.69$ (.430)
Female	27	41	33	
<b>Marital Status</b>		(n = 927)		
Married	27	39	35	
Never married	28	53	20	
Divorced/separated	18	48	34	$\chi^2 = 16.42^*$ (.012)
Widowed	23	48	29	
<b>Education</b>		(n = 936)		
H.S. diploma or less	33	47	21	
Some college	25	47	28	$\chi^2 = 21.76^*$ (.000)
Bachelors or grad degree	24	37	39	
<b>Occupation</b>		(n = 650)		
Mgt, prof or education	22	39	39	
Sales or office support	39	39	22	
Constrn, inst or maint	38	40	23	
Prodn/trans/warehsing	20	47	33	
Agriculture	30	40	31	
Food serv/pers. care	18	27	55	
Hlthcare supp/safety	23	46	32	$\chi^2 = 26.55^*$ (.022)
Other	8	58	35	
<b>Yrs Lived in Community</b>		(n = 890)		
Five years or less	25	45	30	$\chi^2 = 0.79$ (.674)
More than five years	25	42	33	

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

**Appendix Table 3. Expectations of Future Community Change by Community Size, Region and Individual Attributes**

<b>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?</b>				
	<u>Worse Place</u>	<u>About the same</u>	<u>Better Place</u>	<u>Significance</u>
<b>Total</b>	27	47	25	
	<i>Percentages</i>			
<b>Community Size</b>		(n = 922)		
Less than 500	31	57	12	
500 - 999	35	39	26	
1,000 - 4,999	21	53	26	$\chi^2 = 22.40^*$ (.004)
5,000 - 9,999	21	48	31	
10,000 and up	30	44	26	
<b>Region</b>		(n = 936)		
Panhandle	28	60	12	
North Central	27	41	33	
South Central	30	44	27	$\chi^2 = 16.06^*$ (.042)
Northeast	27	50	23	
Southeast	23	48	29	
<b>Income Level</b>		(n = 892)		
Under \$40,000	37	47	16	
\$40,000 - \$74,999	29	52	19	$\chi^2 = 29.91^*$ (.000)
\$75,000 - \$99,999	22	52	26	
\$100,000 and over	24	43	33	
<b>Age</b>		(n = 939)		
19 - 29	33	29	38	
30 - 39	25	44	32	
40 - 49	21	53	26	$\chi^2 = 43.07^*$ (.000)
50 - 64	31	50	19	
65 and older	26	56	18	
<b>Gender</b>		(n = 927)		
Male	29	43	28	$\chi^2 = 5.81$ (.055)
Female	25	51	24	
<b>Marital Status</b>		(n = 928)		
Married	25	44	31	
Never married	46	43	12	
Divorced/separated	22	63	15	$\chi^2 = 50.85^*$ (.000)
Widowed	20	61	20	
<b>Education</b>		(n = 934)		
H.S. diploma or less	34	55	11	
Some college	31	51	18	$\chi^2 = 48.05^*$ (.000)
Bachelors or grad degree	22	43	35	
<b>Occupation</b>		(n = 654)		
Mgt, prof or education	18	47	35	
Sales or office support	36	52	12	
Constrn, inst or maint	48	43	10	
Prodn/trans/warehsing	30	56	14	
Agriculture	32	38	30	
Food serv/pers. care	14	19	67	
Hlthcare supp/safety	32	40	29	$\chi^2 = 60.06^*$ (.000)
Other	11	52	37	
<b>Yrs Lived in Community</b>		(n = 889)		
Five years or less	25	51	24	$\chi^2 = 0.96$ (.620)
More than five years	27	47	27	

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

**Appendix Table 4. Measures of Community Attributes in Relation to Community Size, Region and Individual Attributes**

	My community is...			Chi-square (sig.)	My community is...			Chi-square (sig.)	My community is...			Chi-square (sig.)
	Unfriendly	No opinion	Friendly		Distrusting	No opinion	Trusting		Hostile	No opinion	Supportive	
<b>Total</b>	13	16	71		20	26	55		15	23	62	
	<i>Percentages</i>											
<b>Community Size</b>		(n = 922)				(n = 919)				(n = 914)		
Less than 500	10	15	75		16	24	61		10	19	71	
500 - 999	6	19	75		9	23	68		13	12	75	
1,000 - 4,999	14	12	74	$\chi^2 =$	15	24	62	$\chi^2 =$	13	20	67	$\chi^2 =$
5,000 - 9,999	16	12	73	18.17*	30	16	54	49.90*	13	27	60	31.15*
10,000 and up	15	19	66	(.020)	25	32	43	(.000)	19	29	53	(.000)
<b>Region</b>		(n = 932)				(n = 932)				(n = 926)		
Panhandle	24	11	65		32	20	49		17	31	52	
North Central	15	14	71		19	27	54		17	20	64	
South Central	13	21	67	$\chi^2 =$	21	29	51	$\chi^2 =$	20	23	58	$\chi^2 =$
Northeast	11	18	71	25.43*	17	27	56	14.54	13	24	64	17.16*
Southeast	11	8	82	(.001)	18	20	62	(.069)	10	19	71	(.029)
<b>Individual Attributes</b>		(n = 887)				(n = 886)				(n = 882)		
<b>Income Level</b>		(n = 887)				(n = 886)				(n = 882)		
Under \$40,000	17	31	52		33	24	43		22	28	49	
\$40,000 - \$74,999	13	11	76	$\chi^2 =$	18	21	61	$\chi^2 =$	16	14	70	$\chi^2 =$
\$75,000 - \$99,999	7	17	76	52.22*	17	34	49	34.28*	12	23	65	27.61*
\$100,000 and over	14	11	75	(.000)	16	24	59	(.000)	12	26	62	(.000)
<b>Age</b>		(n = 934)				(n = 934)				(n = 929)		
19 - 29	14	19	67		29	14	57		10	24	67	
30 - 39	16	8	75		22	25	53		16	21	63	
40 - 49	13	14	74	$\chi^2 =$	15	31	54	$\chi^2 =$	15	22	63	$\chi^2 =$
50 - 64	13	18	68	12.72	18	29	53	21.12*	17	26	57	6.36
65 and older	10	18	71	(.122)	18	26	57	(.007)	16	21	63	(.607)
<b>Gender</b>		(n = 923)				(n = 922)				(n = 919)		
Male	11	13	76	$\chi^2 =$	14	30	57	$\chi^2 =$	11	21	69	$\chi^2 =$
Female	14	18	68	(.024)	23	23	54	(.000)	18	24	58	(.002)

Appendix Table 4 continued.

	<i>My community is...</i>				<i>My community is...</i>				<i>My community is...</i>			
	<i>Unfriendly</i>	<i>No opinion</i>	<i>Friendly</i>	<i>Chi-square (sig.)</i>	<i>Distrusting</i>	<i>No opinion</i>	<i>Trusting</i>	<i>Chi-square (sig.)</i>	<i>Hostile</i>	<i>No opinion</i>	<i>Supportive</i>	<i>Chi-square (sig.)</i>
<i>Marital Status</i>	(n = 922)				(n = 920)				(n = 917)			
Married	12	14	75		18	25	57		13	20	66	
Never married	19	30	51	$\chi^2 =$	28	30	43	$\chi^2 =$	21	31	49	$\chi^2 =$
Divorced/separated	17	16	68	31.89*	27	25	49	13.85*	21	27	53	18.70*
Widowed	10	16	75	(.000)	16	25	59	(.031)	11	23	66	(.005)
<i>Education</i>	(n = 931)				(n = 928)				(n = 925)			
H.S. diploma or less	9	30	61	$\chi^2 =$	28	32	41	$\chi^2 =$	15	30	54	$\chi^2 =$
Some college	17	14	70	30.45*	22	26	52	20.57*	16	25	59	10.50*
Bachelors degree	12	13	75	(.000)	16	23	61	(.000)	14	19	67	(.033)
<i>Occupation</i>	(n = 654)				(n = 652)				(n = 654)			
Mgt, prof or education	17	8	76		19	18	63		16	17	68	
Sales or office support	30	15	55		32	26	42		11	40	49	
Constrn, inst or maint	12	21	67		15	42	44		12	24	64	
Prodn/trans/warehsing	8	8	84		18	30	52		16	10	74	
Agriculture	10	21	68	$\chi^2 =$	12	22	66	$\chi^2 =$	8	20	71	$\chi^2 =$
Food serv/pers. care	5	14	82	47.91*	9	27	64	35.33*	9	18	73	41.76*
Hlthcare supp/safety	8	17	75	(.000)	23	24	53	(.001)	19	21	60	(.000)
Other	33	19	48		19	44	37		7	52	41	
<i>Yrs Lived in Comm.</i>	(n = 885)			$\chi^2 =$	(n = 884)			$\chi^2 =$	(n = 879)			$\chi^2 =$
Five years or less	18	13	69	6.22*	17	27	56	0.62	14	23	63	0.12
More than five years	11	16	74	(.045)	20	26	55	(.733)	15	22	63	(.940)

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

**Appendix Table 5. Feelings of Community Powerlessness by Community Size, Region and Individual Attributes**

<b>Do you agree or disagree with the following statement? My community is powerless to control its own future.</b>				
	<i>Disagree</i>	<i>Undecided</i>	<i>Agree</i>	<i>Chi-square (sig.)</i>
<b>Total</b>	58	21	21	
	<i>Percentages</i>			
<b>Community Size</b>		(n = 927)		
Less than 500	50	23	27	
500 - 999	40	38	22	
1,000 - 4,999	62	26	12	
5,000 - 9,999	63	13	24	$\chi^2 = 64.20^*$
10,000 and up	63	12	25	(.000)
<b>Region</b>		(n = 937)		
Panhandle	59	19	22	
North Central	56	21	23	
South Central	60	20	20	
Northeast	57	22	21	$\chi^2 = 2.10$
Southeast	61	19	19	(.978)
<b>Income Level</b>		(n = 892)		
Under \$40,000	48	31	21	
\$40,000 - \$74,999	55	26	20	
\$75,000 - \$99,999	60	20	21	$\chi^2 = 29.68^*$
\$100,000 and over	66	13	22	(.000)
<b>Age</b>		(n = 941)		
19 - 29	48	24	29	
30 - 39	56	19	25	
40 - 49	67	17	16	
50 - 64	60	20	21	$\chi^2 = 17.04^*$
65 and older	58	24	18	(.030)
<b>Gender</b>		(n = 929)		
Male	61	19	20	$\chi^2 = 1.97$
Female	57	22	21	(.373)
<b>Marital Status</b>		(n = 928)		
Married	61	18	21	
Never married	45	32	23	
Divorced/separated	59	21	19	$\chi^2 = 15.26^*$
Widowed	57	23	20	(.018)
<b>Education</b>		(n = 938)		
H.S. diploma or less	48	25	28	
Some college	55	24	21	$\chi^2 = 14.97^*$
Bachelors degree	64	17	19	(.005)
<b>Occupation</b>		(n = 655)		
Mgt, prof, education	69	14	17	
Sales/office support	57	30	13	
Const, inst or maint	41	29	31	
Prodn/trans/warehs	67	10	22	
Agriculture	45	31	25	
Food serv/pers. care	77	0	23	
Hlthcare supp/safety	55	24	21	$\chi^2 = 42.72^*$
Other	52	15	33	(.000)
<b>Yrs Lived in Comm.</b>		(n = 891)		
Five years or less	58	21	20	$\chi^2 = 0.44$
More than five years	60	19	21	(.801)

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

*Appendix Table 6. Level of Satisfaction with Community Services and Amenities*

<i>Service/Amenity</i>	<i>Dissatisfied*</i>	<i>No opinion</i>	<i>Satisfied*</i>
		<i>Percentages</i>	
Cost of housing	65	14	21
Retail shopping	55	14	31
Restaurants	54	9	38
Entertainment	54	20	26
Streets and roads	49	6	45
Quality of housing	49	19	32
Local government	42	26	32
Arts/cultural activities	39	36	25
Community recycling	38	20	42
Child day care services	37	43	20
Public transportation services	36	46	18
Mental health services	34	41	25
Internet service	28	11	61
Medical care services	27	15	58
Nursing home care	27	39	34
Cellular phone service	25	11	65
Law enforcement	24	14	62
Head Start or early childhood education programs	19	46	35
Education (K - 12)	19	22	60
Senior centers	18	44	38
Sewage/waste disposal	16	24	61
Parks and recreation	15	14	71
Access to higher education (college, technical, etc.)	14	30	56
Civic/nonprofit organizations	11	46	44
Religious organizations	9	30	62
Library services	8	19	73
Fire protection	5	11	84

\* Dissatisfied represents the combined percentage of “very dissatisfied” and “somewhat dissatisfied” responses. Similarly, satisfied is the combination of “very satisfied” and “somewhat satisfied” responses.

**Appendix Table 7. Measures of Satisfaction with Ten Services and Amenities in Relation to Community Size, Region and Individual Attributes**

	<b>Cost of housing</b>			<b>Retail shopping</b>			<b>Restaurants</b>			<b>Entertainment</b>		
	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>
	<i>Percentages</i>											
<b>Community Size</b>	(n = 927)			(n = 935)			(n = 934)			(n = 933)		
Less than 500	39	30	31	54	24	22	46	12	42	42	33	25
500 - 999	59	21	19	64	16	20	64	9	27	60	23	16
1,000 - 4,999	61	12	27	47	17	36	58	9	34	54	20	26
5,000 - 9,999	68	10	22	58	14	28	67	7	27	62	17	22
10,000 and over	76	10	15	56	8	36	44	8	47	51	17	32
<i>Chi-square (sig.)</i>	$\chi^2 = 56.23^* (.000)$			$\chi^2 = 34.42^* (.000)$			$\chi^2 = 34.65^* (.000)$			$\chi^2 = 25.89^* (.001)$		
<b>Region</b>	(n = 941)			(n = 947)			(n = 948)			(n = 946)		
Panhandle	51	20	29	78	9	13	69	8	23	72	15	13
North Central	68	13	20	64	17	19	47	18	36	56	24	20
South Central	72	11	17	55	8	37	46	9	45	49	19	32
Northeast	67	13	21	46	13	41	56	6	39	50	18	31
Southeast	55	19	26	51	23	26	62	6	32	56	24	19
<i>Chi-square (sig.)</i>	$\chi^2 = 21.88^* (.005)$			$\chi^2 = 62.00^* (.000)$			$\chi^2 = 38.92^* (.000)$			$\chi^2 = 29.32^* (.000)$		
<b>Income Level</b>	(n = 896)			(n = 900)			(n = 902)			(n = 899)		
Under \$40,000	71	16	14	50	17	33	56	14	30	60	24	16
\$40,000 - \$74,999	67	15	19	56	12	31	45	8	47	50	22	28
\$75,000 - \$99,999	63	15	22	66	8	26	68	3	29	57	21	23
\$100,000 and over	62	11	26	53	15	32	53	8	39	53	16	31
<i>Chi-square (sig.)</i>	$\chi^2 = 13.29^* (.039)$			$\chi^2 = 11.65 (.070)$			$\chi^2 = 31.18^* (.000)$			$\chi^2 = 18.84^* (.004)$		
<b>Age</b>	(n = 944)			(n = 948)			(n = 949)			(n = 949)		
19 - 29	86	5	10	52	14	33	57	5	38	57	10	33
30 - 39	66	14	20	51	16	33	55	4	41	57	15	29
40 - 49	62	15	23	50	13	38	61	7	32	59	15	26
50 - 64	68	11	22	62	12	25	54	13	33	58	23	19
65 and over	49	23	28	57	14	29	44	12	44	41	33	26
<i>Chi-square (sig.)</i>	$\chi^2 = 58.83^* (.000)$			$\chi^2 = 11.02 (.201)$			$\chi^2 = 26.71^* (.000)$			$\chi^2 = 49.06^* (.000)$		
<b>Education</b>	(n = 941)			(n = 944)			(n = 947)			(n = 945)		
H.S. diploma or less	64	18	18	48	15	37	55	14	32	61	24	15
Some college	69	15	16	59	17	24	53	9	38	52	25	23
College grad	62	13	25	54	11	35	54	7	39	53	15	32
<i>Chi-square (sig.)</i>	$\chi^2 = 12.05^* (.017)$			$\chi^2 = 18.76^* (.000)$			$\chi^2 = 7.57 (.109)$			$\chi^2 = 25.73^* (.000)$		
<b>Occupation</b>	(n = 658)			(n = 662)			(n = 662)			(n = 663)		
Mgt, prof, education	67	7	26	47	12	41	53	5	42	50	13	38
Sales/office support	81	7	11	76	1	23	75	4	21	63	20	17
Const, inst or maint	85	2	12	42	37	22	46	7	46	44	24	32
Prodn/trans/warehs	71	8	22	55	22	24	54	12	34	57	29	14
Agriculture	54	27	19	64	18	19	57	16	27	69	21	10
Food serv/pers. care	59	14	27	23	36	41	57	0	43	64	23	14
Hlthcare supp/safety	61	16	23	66	12	22	61	3	36	64	10	26
Other	100	0	0	48	22	30	59	7	33	67	11	22
<i>Chi-square (sig.)</i>	$\chi^2 = 58.16^* (.000)$			$\chi^2 = 71.02^* (.000)$			$\chi^2 = 37.27^* (.000)$			$\chi^2 = 51.33^* (.000)$		

\* Chi-square values are statistically significant at the .05 level. Only the ten services with the highest combined percentage of very or somewhat dissatisfied are included in this table.



Appendix Table 7 continued.

	<i>Streets and roads</i>			<i>Quality of housing</i>			<i>Local government</i>			<i>Arts/cultural activities</i>		
	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>
	<i>Percentages</i>											
<b>Community Size</b>	(n = 927)			(n = 929)			(n = 929)			(n = 930)		
Less than 500	47	9	44	38	25	38	33	38	28	41	42	17
500 - 999	47	5	48	62	13	25	52	30	18	47	41	12
1,000 - 4,999	51	7	42	47	19	34	46	21	33	40	37	23
5,000 - 9,999	51	8	42	65	9	26	38	26	37	31	39	30
10,000 and over	50	5	45	43	23	34	38	26	37	38	31	31
<i>Chi-square (sig.)</i>	$\chi^2 = 4.48 (.811)$			$\chi^2 = 34.47* (.000)$			$\chi^2 = 29.01* (.000)$			$\chi^2 = 26.18* (.000)$		
<b>Region</b>	(n = 939)			(n = 944)			(n = 942)			(n = 945)		
Panhandle	64	2	34	50	29	21	52	26	22	44	37	20
North Central	49	7	44	67	12	21	39	29	32	48	33	19
South Central	41	10	50	44	21	35	44	24	32	36	32	33
Northeast	54	4	42	49	16	35	42	24	34	37	39	25
Southeast	48	5	47	44	19	37	37	28	35	39	41	21
<i>Chi-square (sig.)</i>	$\chi^2 = 24.89* (.002)$			$\chi^2 = 30.89* (.000)$			$\chi^2 = 8.37 (.399)$			$\chi^2 = 18.53* (.018)$		
<b>Income Level</b>	(n = 896)			(n = 897)			(n = 895)			(n = 900)		
Under \$40,000	56	6	38	48	28	24	56	26	17	46	29	25
\$40,000 - \$74,999	53	6	41	49	20	31	48	26	26	37	46	17
\$75,000 - \$99,999	48	6	47	54	16	31	38	35	27	42	38	21
\$100,000 and over	46	7	48	47	13	40	34	22	44	37	33	30
<i>Chi-square (sig.)</i>	$\chi^2 = 6.51 (.368)$			$\chi^2 = 26.63* (.000)$			$\chi^2 = 53.17* (.000)$			$\chi^2 = 23.90* (.000)$		
<b>Age</b>	(n = 943)			(n = 946)			(n = 943)			(n = 944)		
19 - 29	48	0	52	62	14	24	57	19	24	38	38	24
30 - 39	47	3	50	51	20	30	40	26	34	40	34	26
40 - 49	52	10	37	48	17	35	33	33	34	48	26	26
50 - 64	52	8	40	52	18	30	46	28	26	41	37	23
65 and over	46	7	46	37	24	39	37	22	41	30	44	26
<i>Chi-square (sig.)</i>	$\chi^2 = 27.79* (.000)$			$\chi^2 = 25.49* (.001)$			$\chi^2 = 34.67* (.000)$			$\chi^2 = 20.25* (.009)$		
<b>Education</b>	(n = 940)			(n = 943)			(n = 941)			(n = 943)		
H.S. diploma or less	60	11	30	49	21	29	53	24	23	35	47	18
Some college	53	6	41	48	23	30	45	27	27	40	38	21
College grad	44	5	51	50	15	35	36	25	38	39	31	30
<i>Chi-square (sig.)</i>	$\chi^2 = 25.49* (.000)$			$\chi^2 = 8.59 (.072)$			$\chi^2 = 21.31* (.000)$			$\chi^2 = 16.83* (.002)$		
<b>Occupation</b>	(n = 658)			(n = 658)			(n = 657)			(n = 661)		
Mgt, prof, education	45	6	49	56	11	34	37	20	43	41	30	29
Sales/office support	51	7	41	51	29	20	51	40	9	37	48	16
Const, inst or maint	23	8	69	39	29	32	63	13	24	21	69	10
Prodn/trans/warehs	56	10	34	40	14	46	50	42	8	39	43	18
Agriculture	47	6	46	57	19	24	49	26	26	51	35	14
Food serv/pers. care	55	5	41	18	14	68	43	14	43	29	24	48
Hlthcare supp/safety	55	4	40	46	20	35	45	34	21	48	31	21
Other	41	7	52	72	12	16	23	27	50	50	39	12
<i>Chi-square (sig.)</i>	$\chi^2 = 18.27 (.195)$			$\chi^2 = 47.27* (.000)$			$\chi^2 = 72.62* (.000)$			$\chi^2 = 50.06* (.000)$		

\* Chi-square values are statistically significant at the .05 level. Only the ten services with the highest combined percentage of very or somewhat dissatisfied are included in this table.

Appendix Table 7 continued.

	<i>Community recycling</i>			<i>Child day care services</i>		
	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>
	<i>Percentages</i>					
<b>Community Size</b>		(n = 929)			(n = 930)	
Less than 500	41	25	34	34	45	21
500 - 999	27	38	34	58	32	10
1,000 - 4,999	34	14	52	44	32	24
5,000 - 9,999	47	11	42	24	41	35
10,000 and over	41	19	40	28	56	16
<i>Chi-square (sig.)</i>		$\chi^2 = 54.27^* (.000)$			$\chi^2 = 80.99^* (.000)$	
<b>Region</b>		(n = 946)			(n = 945)	
Panhandle	29	19	52	27	48	25
North Central	43	9	48	52	37	12
South Central	32	21	47	31	49	20
Northeast	43	25	31	39	39	21
Southeast	41	20	39	38	40	23
<i>Chi-square (sig.)</i>		$\chi^2 = 31.59^* (.000)$			$\chi^2 = 23.83^* (.002)$	
<b>Income Level</b>		(n = 899)			(n = 901)	
Under \$40,000	42	24	34	30	52	18
\$40,000 - \$74,999	33	20	47	36	46	18
\$75,000 - \$99,999	39	28	33	41	36	23
\$100,000 and over	40	14	46	42	37	21
<i>Chi-square (sig.)</i>		$\chi^2 = 24.56^* (.000)$			$\chi^2 = 14.99^* (.020)$	
<b>Age</b>		(n = 946)			(n = 947)	
19 - 29	43	19	38	62	19	19
30 - 39	38	18	45	41	33	26
40 - 49	40	19	41	41	43	16
50 - 64	39	19	43	29	50	22
65 and over	34	25	41	22	60	19
<i>Chi-square (sig.)</i>		$\chi^2 = 5.88 (.661)$			$\chi^2 = 90.48^* (.000)$	
<b>Education</b>		(n = 943)			(n = 942)	
H.S. diploma or less	31	24	45	23	56	21
Some college	41	23	37	30	46	24
College grad	39	18	44	46	37	17
<i>Chi-square (sig.)</i>		$\chi^2 = 8.68 (.070)$			$\chi^2 = 37.08^* (.000)$	
<b>Occupation</b>		(n = 659)			(n = 662)	
Mgt, prof, education	44	14	41	47	34	19
Sales/office support	54	17	29	28	36	36
Const, inst or maint	32	27	42	36	52	12
Prodn/trans/warehs	36	22	42	35	55	10
Agriculture	18	26	56	42	40	18
Food serv/pers. care	9	9	82	18	55	27
Hlthcare supp/safety	36	19	45	52	29	19
Other	63	15	22	15	69	15
<i>Chi-square (sig.)</i>		$\chi^2 = 52.90^* (.000)$			$\chi^2 = 47.31^* (.000)$	

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

Only the ten services with the highest combined percentage of very or somewhat dissatisfied are included in this table.

*Appendix Table 8. Feelings about Community by Community Size, Region and Individual Attributes.*

	<i>I can get what I need in this community.</i>			<i>Significance</i>	<i>This community helps me fulfill my needs.</i>			<i>Significance</i>
	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>		<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	
	<i>Percentages</i>							
<b>Total</b>	33	14	53		25	27	48	
<b>Community Size</b>	(n = 932)				(n = 934)			
Less than 500	45	10	45		29	26	45	
500 - 999	27	20	53		31	21	48	
1,000 - 4,999	35	11	54		25	22	53	
5,000 - 9,999	37	22	42	$\chi^2 = 25.08^*$	17	36	48	$\chi^2 = 17.41^*$
10,000 and up	29	13	58	(.002)	24	31	46	(.026)
<b>Region</b>	(n = 944)				(n = 947)			
Panhandle	56	11	33		31	36	33	
North Central	32	20	48		31	26	43	
South Central	31	13	57		26	25	49	
Northeast	27	13	60	$\chi^2 = 32.73^*$	21	27	52	$\chi^2 = 13.71$
Southeast	37	14	49	(.000)	23	26	50	(.090)
<b>Household Income Level</b>	(n = 897)				(n = 900)			
Under \$40,000	50	14	36		38	32	30	
\$40,000 - \$74,999	36	14	50		30	29	41	
\$75,000 - \$99,999	30	17	53	$\chi^2 = 48.61^*$	27	21	52	$\chi^2 = 54.66^*$
\$100,000 and over	23	12	65	(.000)	15	26	59	(.000)
<b>Age</b>	(n = 948)				(n = 950)			
19 - 29	24	14	62		19	33	48	
30 - 39	25	15	60		18	21	61	
40 - 49	32	12	56		33	15	52	
50 - 64	35	15	50	$\chi^2 = 28.37^*$	25	36	40	$\chi^2 = 43.76^*$
65 and older	44	14	41	(.000)	28	30	43	(.000)
<b>Gender</b>	(n = 935)				(n = 938)			
Male	27	17	56	$\chi^2 = 12.79^*$	22	27	51	$\chi^2 = 3.15$
Female	38	12	51	(.002)	26	28	46	(.207)
<b>Education</b>	(n = 943)				(n = 946)			
High school diploma or less	42	18	40		37	30	33	
Some college	39	14	47	$\chi^2 = 29.35^*$	28	29	43	$\chi^2 = 30.27^*$
Bachelors or grad degree	26	13	61	(.000)	20	25	56	(.000)
<b>Marital Status</b>	(n = 933)				(n = 936)			
Married	32	14	54		23	26	52	
Never married	30	19	51		36	27	37	
Divorced/separated	39	10	52	$\chi^2 = 5.60$	28	30	43	$\chi^2 = 14.38^*$
Widowed	37	14	49	(.470)	23	32	46	(.026)
<b>Occupation</b>	(n = 658)				(n = 658)			
Mgt, prof or education	26	13	62		21	23	56	
Sales or office support	51	10	39		27	44	29	
Constrn, inst or maint	12	12	76		24	15	61	
Prodn/trans/warehsing	32	20	48		32	28	40	
Agriculture	33	28	40		25	33	43	
Food serv/pers. care	14	0	86		18	18	64	
Hlthcare supp/safety	43	7	50	$\chi^2 = 65.54^*$	31	17	53	$\chi^2 = 49.52^*$
Other	23	8	69	(.000)	12	62	27	(.000)
<b>Yrs Lived in Comm.</b>	(n = 896)				(n = 899)			
Five years or less	27	15	58	$\chi^2 = 1.98$	20	34	46	$\chi^2 = 5.56$
More than five years	33	14	53	(.371)	26	25	50	(.062)

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

Appendix Table 8 continued.

	<i>I feel like a member of this community.</i>			<i>Significance</i>	<i>I belong in this community.</i>			<i>Significance</i>
	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>		<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	
	<i>Percentages</i>							
<b>Total</b>	20	23	57		18	25	57	
<b>Community Size</b>	(n = 927)				(n = 930)			
Less than 500	13	13	75		11	24	65	
500 - 999	25	21	54		18	23	60	
1,000 - 4,999	19	22	59		15	26	59	
5,000 - 9,999	11	38	51	$\chi^2 = 35.01^*$	21	20	59	$\chi^2 = 12.96$
10,000 and up	25	21	54	(.000)	21	28	51	(.113)
<b>Region</b>	(n = 941)				(n = 943)			
Panhandle	17	22	61		24	23	54	
North Central	17	27	56		15	25	61	
South Central	25	20	55		19	27	54	
Northeast	22	23	56	$\chi^2 = 7.50$	19	26	55	$\chi^2 = 6.47$
Southeast	16	23	61	(.484)	16	22	62	(.594)
<b>Household Income Level</b>	(n = 896)				(n = 897)			
Under \$40,000	32	24	44		30	27	43	
\$40,000 - \$74,999	18	28	55		15	31	54	
\$75,000 - \$99,999	17	27	56	$\chi^2 = 34.01^*$	13	30	58	$\chi^2 = 37.36^*$
\$100,000 and over	18	16	66	(.000)	18	18	64	(.000)
<b>Age</b>	(n = 943)				(n = 944)			
19 - 29	19	33	48		29	19	52	
30 - 39	20	15	66		14	23	63	
40 - 49	25	16	59		18	18	64	
50 - 64	22	27	51	$\chi^2 = 28.66^*$	19	34	47	$\chi^2 = 35.59^*$
65 and older	16	22	61	(.000)	13	29	58	(.000)
<b>Gender</b>	(n = 932)				(n = 936)			
Male	19	21	61	$\chi^2 = 2.77$	13	26	61	$\chi^2 = 11.48^*$
Female	21	24	55	(.250)	22	24	54	(.003)
<b>Education</b>	(n = 939)				(n = 944)			
High school diploma or less	26	34	40		24	40	36	
Some college	20	23	57	$\chi^2 = 22.86^*$	16	28	57	$\chi^2 = 37.20^*$
Bachelors or grad degree	19	19	62	(.000)	18	19	63	(.000)
<b>Marital Status</b>	(n = 931)				(n = 933)			
Married	16	22	62		15	23	63	
Never married	46	19	35		38	34	28	
Divorced/separated	21	28	51	$\chi^2 = 62.85^*$	18	30	52	$\chi^2 = 60.71^*$
Widowed	14	27	59	(.000)	11	28	62	(.000)
<b>Occupation</b>	(n = 656)				(n = 655)			
Mgt, prof or education	19	23	58		17	22	62	
Sales or office support	22	36	42		35	36	29	
Constrn, inst or maint	5	24	71		5	20	76	
Prodn/trans/warehsing	29	43	29		24	56	20	
Agriculture	22	29	49		19	23	59	
Food serv/pers. care	0	23	77		5	14	81	
Hlthcare supp/safety	24	5	71	$\chi^2 = 66.23^*$	20	16	65	$\chi^2 = 82.22^*$
Other	41	15	44	(.000)	40	12	48	(.000)
<b>Yrs Lived in Comm.</b>	(n = 893)				(n = 898)			
Five years or less	28	25	47	$\chi^2 = 10.65^*$	28	25	48	$\chi^2 = 14.18^*$
More than five years	18	22	60	(.005)	16	25	60	(.000)

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

Appendix Table 8 continued.

	<i>I have a say about what goes on in my community.</i>				<i>Significance</i>	<i>People in this community are good at influencing each other.</i>			
	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>			<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>
	<i>Percentages</i>								
<b>Total</b>	40	31	29			18	32	50	
<b>Community Size</b>	(n = 930)					(n = 935)			
Less than 500	24	40	37			11	39	50	
500 - 999	41	39	21			13	30	57	
1,000 - 4,999	37	27	37			13	25	62	
5,000 - 9,999	42	25	33	$\chi^2 = 29.64^*$		19	38	43	$\chi^2 = 33.91^*$
10,000 and up	46	29	25	(.000)		23	34	42	(.000)
<b>Region</b>	(n = 942)					(n = 948)			
Panhandle	49	38	13			24	44	32	
North Central	43	35	22			15	29	55	
South Central	41	32	27			21	30	49	
Northeast	38	26	36	$\chi^2 = 23.57^*$		14	30	56	$\chi^2 = 18.37^*$
Southeast	35	30	35	(.003)		17	34	49	(.019)
<b>Household Income Level</b>	(n = 897)					(n = 902)			
Under \$40,000	53	29	18			26	26	49	
\$40,000 - \$74,999	39	35	26			12	39	49	
\$75,000 - \$99,999	38	31	31	$\chi^2 = 22.99^*$		16	30	55	$\chi^2 = 18.18^*$
\$100,000 and over	36	29	35	(.000)		19	32	49	(.006)
<b>Age</b>	(n = 943)					(n = 951)			
19 - 29	48	19	33			24	10	67	
30 - 39	42	25	33			21	23	56	
40 - 49	34	34	32			18	32	50	
50 - 64	43	33	25	$\chi^2 = 23.36^*$		14	42	44	$\chi^2 = 63.75^*$
65 and older	37	38	26	(.003)		15	44	41	(.000)
<b>Gender</b>	(n = 934)					(n = 939)			
Male	38	31	31	$\chi^2 = 1.45$		15	39	46	$\chi^2 = 17.92^*$
Female	41	31	28	(.485)		20	26	54	(.000)
<b>Education</b>	(n = 940)					(n = 947)			
High school diploma or less	56	27	17			29	30	41	
Some college	39	34	27	$\chi^2 = 26.89^*$		16	38	46	$\chi^2 = 26.08^*$
Bachelors or grad degree	36	29	35	(.000)		15	28	57	(.000)
<b>Marital Status</b>	(n = 931)					(n = 937)			
Married	38	29	33			15	30	55	
Never married	60	25	15			35	24	41	
Divorced/separated	36	39	25	$\chi^2 = 32.91^*$		17	45	38	$\chi^2 = 42.19^*$
Widowed	29	42	29	(.000)		12	39	49	(.000)
<b>Occupation</b>	(n = 656)					(n = 659)			
Mgt, prof or education	33	22	45			11	30	59	
Sales or office support	50	41	9			16	42	42	
Constrn, inst or maint	32	24	44			10	33	58	
Prodn/trans/warehsing	56	26	18			18	33	49	
Agriculture	43	38	19			15	32	53	
Food serv/pers. care	19	24	57			50	14	36	
Hlthcare supp/safety	42	37	21	$\chi^2 = 76.61^*$		27	18	54	$\chi^2 = 50.39^*$
Other	60	28	12	(.000)		39	27	35	(.000)
<b>Yrs Lived in Comm.</b>	(n = 894)					(n = 900)			
Five years or less	41	28	31	$\chi^2 = 0.57$		20	30	50	$\chi^2 = 0.36$
More than five years	39	31	30	(.751)		18	32	51	(.834)

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

Appendix Table 8 continued.

	<i>I feel connected to this community.</i>			<i>Significance</i>	<i>I have a good bond with others in this community.</i>			<i>Significance</i>
	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>		<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	
	<i>Percentages</i>							
<b>Total</b>	24	24	52		17	25	58	
<b>Community Size</b>	(n = 932)				(n = 934)			
Less than 500	18	23	59		15	20	66	
500 - 999	26	19	54		17	19	64	
1,000 - 4,999	20	22	58		16	24	60	
5,000 - 9,999	23	23	55	$\chi^2 = 15.65^*$	7	37	57	$\chi^2 = 23.93^*$
10,000 and up	29	27	45	(.048)	20	27	53	(.002)
<b>Region</b>	(n = 946)				(n = 949)			
Panhandle	31	26	43		16	33	51	
North Central	20	29	52		22	21	58	
South Central	24	24	53		16	28	57	
Northeast	28	22	50	$\chi^2 = 13.06$	19	24	56	$\chi^2 = 14.24$
Southeast	20	20	61	(.110)	11	23	67	(.076)
<b>Household Income Level</b>	(n = 899)				(n = 902)			
Under \$40,000	41	15	44		29	26	45	
\$40,000 - \$74,999	20	35	45		16	26	58	
\$75,000 - \$99,999	21	30	49	$\chi^2 = 67.85^*$	11	29	60	$\chi^2 = 29.92^*$
\$100,000 and over	21	16	63	(.000)	13	23	63	(.000)
<b>Age</b>	(n = 947)				(n = 947)			
19 - 29	29	19	52		19	24	57	
30 - 39	22	23	55		18	18	65	
40 - 49	28	18	55		17	25	58	
50 - 64	27	28	45	$\chi^2 = 17.01^*$	17	31	52	$\chi^2 = 12.16$
65 and older	18	27	55	(.030)	13	27	61	(.144)
<b>Gender</b>	(n = 936)				(n = 940)			
Male	22	24	54	$\chi^2 = 1.58$	16	24	60	$\chi^2 = 0.86$
Female	26	23	52	(.455)	16	27	57	(.650)
<b>Education</b>	(n = 945)				(n = 946)			
High school diploma or less	41	24	35		19	39	41	
Some college	21	29	50	$\chi^2 = 40.39^*$	15	26	59	$\chi^2 = 25.57^*$
Bachelors or grad degree	22	19	59	(.000)	17	20	63	(.000)
<b>Marital Status</b>	(n = 935)				(n = 937)			
Married	19	22	59		13	24	63	
Never married	54	21	25		35	25	39	
Divorced/separated	27	33	40	$\chi^2 = 84.04^*$	18	34	48	$\chi^2 = 47.85^*$
Widowed	16	28	56	(.000)	12	28	60	(.000)
<b>Occupation</b>	(n = 658)				(n = 662)			
Mgt, prof or education	20	21	59		14	21	65	
Sales or office support	36	41	23		26	42	32	
Constrn, inst or maint	10	27	63		10	10	81	
Prodn/trans/warehsing	34	32	34		14	54	32	
Agriculture	29	18	53		29	14	57	
Food serv/pers. care	9	32	59		0	27	73	
Hlthcare supp/safety	29	18	53	$\chi^2 = 49.59^*$	12	24	64	$\chi^2 = 81.81^*$
Other	39	23	39	(.000)	32	32	36	(.000)
<b>Yrs Lived in Comm.</b>	(n = 899)				(n = 901)			
Five years or less	36	28	36	$\chi^2 = 22.22^*$	16	38	47	$\chi^2 = 16.15^*$
More than five years	22	23	56	(.000)	16	23	61	(.000)

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

*Appendix Table 9. Opinions about Leaving Community by Community Size, Region and Individual Attributes*

*Assume you were to have a discussion in your household about leaving your community for a reasonably good opportunity elsewhere. How easy or difficult would it be for your household to leave your community?*

	<i>Easy</i>	<i>Neutral</i>	<i>Difficult</i>	<i>Chi-square (sig.)</i>
	<i>Percentages</i>			
<b>Total</b>	30	12	58	
<b>Community Size</b>		(n = 935)		
Less than 500	22	9	69	
500 - 999	32	11	58	
1,000 - 4,999	27	12	61	
5,000 - 9,999	21	17	63	$\chi^2 = 20.29^*$
10,000 and up	37	13	50	(.009)
<b>Region</b>		(n = 945)		
Panhandle	41	12	48	
North Central	27	14	59	
South Central	32	13	55	
Northeast	30	12	58	$\chi^2 = 10.71$
Southeast	23	11	66	(.219)
<b>Income Level</b>		(n = 900)		
Under \$40,000	38	12	50	
\$40,000 - \$74,999	33	15	52	
\$75,000 - \$99,999	27	13	61	$\chi^2 = 15.83^*$
\$100,000 and over	27	10	64	(.015)
<b>Age</b>		(n = 947)		
19 - 29	38	5	57	
30 - 39	38	11	51	
40 - 49	27	10	62	
50 - 64	30	15	54	$\chi^2 = 32.04^*$
65 and older	21	18	61	(.000)
<b>Gender</b>		(n = 937)		
Male	25	15	60	$\chi^2 = 7.73^*$
Female	33	11	57	(.021)
<b>Marital Status</b>		(n = 936)		
Married	25	13	63	
Never married	59	4	37	
Divorced/separated	31	19	50	$\chi^2 = 68.50^*$
Widowed	18	15	67	(.000)
<b>Education</b>		(n = 945)		
H.S. diploma or less	31	14	55	
Some college	28	15	57	$\chi^2 = 5.79$
Bachelors degree	31	10	59	(.215)
<b>Occupation</b>		(n = 659)		
Mgt, prof, education	29	12	59	
Sales/office support	57	9	34	
Const, inst or maint	26	5	69	
Prodn/trans/warehs	34	10	56	
Agriculture	17	14	68	
Food serv/pers. care	14	9	77	
Hlthcare supp/safety	41	8	51	$\chi^2 = 43.37^*$
Other	41	11	48	(.000)
<b>Yrs Lived in Comm.</b>		(n = 900)		
Five years or less	55	10	36	$\chi^2 = 53.80^*$
More than five years	25	13	62	(.000)

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

**Appendix Table 10. Plans to Leave Community by Community Size, Region and Individual Attributes**

**Do you plan to move from your community in the next year?**

	<i>Yes, to the Lincoln/Omaha metro areas</i>	<i>Yes, to someplace in Nebraska outside metro areas</i>	<i>Yes, to someplace other than Nebraska</i>	<i>No</i>	<i>Uncertain</i>	<i>Chi-square (sig.)</i>
<b>Total</b>	1	2	4	79	14	
<b>Community Size</b>		(n = 929)				
Less than 500	0	0	1	86	12	
500 - 999	0	0	6	79	15	
1,000 - 4,999	1	2	6	84	8	
5,000 - 9,999	0	0	3	80	17	$\chi^2 = 40.59^*$
10,000 and up	2	5	4	74	16	(.000)
<b>Region</b>		(n = 940)				
Panhandle	0	0	5	73	22	
North Central	2	2	5	80	11	
South Central	1	5	5	76	13	
Northeast	1	1	5	78	16	$\chi^2 = 35.17^*$
Southeast	1	2	1	88	8	(.004)
<b>Income Level</b>		(n = 893)				
Under \$40,000	0	7	9	65	20	
\$40,000 - \$74,999	1	2	4	82	11	
\$75,000 - \$99,999	1	2	4	81	13	$\chi^2 = 38.62^*$
\$100,000 and over	1	1	3	82	14	(.000)
<b>Age</b>		(n = 943)				
19 - 29	0	5	10	67	19	
30 - 39	0	3	3	84	11	
40 - 49	0	3	5	81	12	
50 - 64	2	1	3	77	17	$\chi^2 = 40.04^*$
65 and older	2	1	3	83	11	(.000)
<b>Gender</b>		(n = 931)				
Male	1	2	3	82	12	$\chi^2 = 7.08$
Female	1	2	5	77	15	(.132)
<b>Marital Status</b>		(n = 930)				
Married	1	1	4	83	12	
Never married	0	13	8	61	18	
Divorced/separated	2	4	1	72	21	$\chi^2 = 89.76^*$
Widowed	2	2	0	88	9	(.000)
<b>Education</b>		(n = 939)				
H.S. diploma or less	0	6	4	68	22	
Some college	0.3	3	5	79	13	$\chi^2 = 25.50^*$
Bachelors degree	2	1	4	82	12	(.001)
<b>Occupation</b>		(n = 654)				
Mgt, prof, education	1	4	0.4	85	9	
Sales/office support	0	0	19	54	27	
Const, inst or maint	0	0	5	88	7	
Prodn/trans/warehs	2	0	4	66	28	
Agriculture	0	2	8	87	3	
Food serv/pers. care	0	0	0	95	5	
Hlthcare supp/safety	0	7	6	76	11	$\chi^2 = 106.95^*$
Other	0	0	0	96	4	(.000)
<b>Yrs Lived in Comm.</b>		(n = 891)				
Five years or less	0	6	4	70	20	$\chi^2 = 18.39^*$
More than five years	1	2	2	82	13	(.001)

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



**Appendix Table 11. Size of Community Planning to Move to by Community Size, Region and Individual Attributes**

	<i>If yes, to what size of community do you plan to move?</i>			
	<i>In or near a community larger than your current one</i>	<i>In or near a community smaller than your current one</i>	<i>In or near a community of the same size as your current one</i>	<i>Chi-square (sig.)</i>
<b>Total</b>	50	35	16	
<b>Community Size</b>		Percentages		
		(n = 69)		
Less than 500				
500 - 999	22**	78**	0**	
1,000 - 4,999	71	14	14	
5,000 - 9,999	0**	0**	100**	$\chi^2 = 34.00^*$
10,000 and up	51	37	11	(.000)
<b>Region</b>		(n = 71)		
Panhandle	0**	0**	100**	
North Central	46	18	36	
South Central	33	57	10	
Northeast	90	5	5	$\chi^2 = 44.69^*$
Southeast	43**	57**	0**	(.000)
<b>Income Level</b>		(n = 70)		
Under \$40,000	35	62	3	
\$40,000 - \$74,999	56	6	38	
\$75,000 - \$99,999	80	20	0	$\chi^2 = 24.31^*$
\$100,000 and over	47	27	27	(.000)
<b>Age</b>		(n = 71)		
19 - 29	32	68	0	
30 - 39	75**	25**	0**	
40 - 49	36	14	50	
50 - 64	64	21	14	$\chi^2 = 29.88^*$
65 and older	62	15	23	(.000)
<b>Gender</b>		(n = 66)		
Male	59	23	18	$\chi^2 = 2.73$
Female	46	43	11	(.255)
<b>Education</b>		(n = 71)		
H.S. diploma or less	33	67	0	
Some college	54	27	19	$\chi^2 = 7.12$
Bachelors degree	52	30	18	(.130)
<b>Occupation</b>		(n = 56)		
Mgt, prof, education	77	23	0	
Sales/office support	64	0	36	
Const, inst or maint	33**	33**	33**	
Prodn/trans/warehs	100**	0**	0**	
Agriculture	0**	100**	0**	
Food serv/pers. care				
Hlthcare supp/safety	33	53	13	$\chi^2 = 35.06^*$
Other				(.000)
<b>Yrs Lived in Comm.</b>		(n = 54)		
Five years or less	44	56	0	$\chi^2 = 8.82^*$
More than five years	53	21	26	(.012)
<b>Where Plan to Move</b>		(n = 69)		
Lincoln/Omaha area	100**	0**	0**	
Someplace else in NE	27	68	5	$\chi^2 = 24.28^*$
Someplace outside NE	51	23	26	(.002)

\* Chi-square values are statistically significant at the .05 level \*\* Row percentages are calculated using row total with less than 10 respondents.

**Appendix Table 12. Perceptions of Future Community Investments by Community Size, Region and Individual Attributes**

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

**Local and regional job opportunities**

	<i>Much less</i>	<i>Somewhat less</i>	<i>Same amount</i>	<i>Somewhat more</i>	<i>Much more</i>	<i>Chi-square (sig.)</i>
<b>Total</b>	1	2	25	48	24	
<b>Community Size</b>			(n = 930)			
Less than 500	3	1	41	35	20	
500 - 999	1	6	23	47	23	
1,000 - 4,999	2	1	25	51	22	
5,000 - 9,999	0	0	21	55	24	$\chi^2 = 35.34^*$
10,000 and up	2	2	24	46	27	(.004)
<b>Region</b>			(n = 944)			
Panhandle	1	2	11	42	44	
North Central	1	8	19	34	39	
South Central	1	1	24	54	19	
Northeast	2	1	31	50	17	$\chi^2 = 82.16^*$
Southeast	2	1	28	46	24	(.000)
<b>Income Level</b>			(n = 903)			
Under \$40,000	3	2	41	37	18	
\$40,000 - \$74,999	1	1	19	47	32	
\$75,000 - \$99,999	2	1	17	49	31	$\chi^2 = 56.37^*$
\$100,000 and over	1	4	22	53	21	(.000)
<b>Age</b>			(n = 950)			
19 - 29	0	5	29	48	19	
30 - 39	1	0	32	48	19	
40 - 49	3	0	16	46	35	
50 - 64	2	2	22	47	26	$\chi^2 = 47.90^*$
65 and older	1	3	29	48	19	(.000)
<b>Gender</b>			(n = 937)			
Male	2	4	29	40	26	$\chi^2 = 28.42^*$
Female	1	1	22	54	23	(.000)
<b>Marital Status</b>			(n = 936)			
Married	1	2	23	49	25	
Never married	4	0	42	39	15	
Divorced/separated	3	2	21	40	34	$\chi^2 = 48.14^*$
Widowed	0	3	25	60	12	(.000)
<b>Education</b>			(n = 946)			
H.S. diploma or less	3	1	35	34	27	
Some college	1	2	22	49	26	$\chi^2 = 19.75^*$
Bachelors degree	1	3	24	51	22	(.011)
<b>Occupation</b>			(n = 660)			
Mgt, prof, education	1	0.4	18	64	16	
Sales/office support	1	1	14	52	31	
Const, inst or maint	0	0	45	30	25	
Prodn/trans/warehs	4	0	20	36	40	
Agriculture	2	9	28	36	26	
Food serv/pers. care	0	5	36	41	18	
Hlthcare supp/safety	1	0	25	43	32	$\chi^2 = 94.63^*$
Other	0	0	12	58	31	(.000)
<b>Yrs Lived in Comm.</b>			(n = 899)			
Five years or less	0	0	21	53	26	$\chi^2 = 9.06$
More than five years	2	2	26	46	24	(.060)

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

Appendix Table 12 continued.

<i>Over the next several years, do you think your community should invest less, more, or about the same in each of the following?</i>						
<i>Medical services</i>						
	<i>Much less</i>	<i>Somewhat less</i>	<i>Same amount</i>	<i>Somewhat more</i>	<i>Much more</i>	<i>Chi-square (sig.)</i>
<b>Total</b>	2	3	49	32	15	
<b>Community Size</b>			(n = 937)			
Less than 500	2	4	49	39	6	
500 - 999	0	1	49	38	13	
1,000 - 4,999	1	1	53	31	13	
5,000 - 9,999	1	7	40	36	17	$\chi^2 = 32.33^*$
10,000 and up	2	4	49	28	17	(.009)
<b>Region</b>			(n = 948)			
Panhandle	2	1	17	38	42	
North Central	1	4	44	31	21	
South Central	3	3	53	34	7	
Northeast	1	1	59	28	11	$\chi^2 = 102.66^*$
Southeast	2	5	44	35	14	(.000)
<b>Income Level</b>			(n = 904)			
Under \$40,000	3	2	47	35	13	
\$40,000 - \$74,999	1	2	39	39	19	
\$75,000 - \$99,999	1	5	44	34	16	$\chi^2 = 30.77^*$
\$100,000 and over	1	3	57	26	13	(.002)
<b>Age</b>			(n = 948)			
19 - 29	0	5	67	19	10	
30 - 39	1	4	51	30	14	
40 - 49	3	1	45	32	19	
50 - 64	2	3	43	35	17	$\chi^2 = 43.17^*$
65 and older	1	2	43	40	13	(.000)
<b>Gender</b>			(n = 939)			
Male	2	3	49	34	13	$\chi^2 = 3.52$
Female	1	3	49	31	16	(.476)
<b>Marital Status</b>			(n = 936)			
Married	1	4	49	33	14	
Never married	3	0	57	22	18	
Divorced/separated	4	1	40	39	15	$\chi^2 = 26.44^*$
Widowed	2	3	48	35	12	(.009)
<b>Education</b>			(n = 947)			
H.S. diploma or less	1	2	47	30	20	
Some college	2	5	41	34	19	$\chi^2 = 32.13^*$
Bachelors degree	1	2	55	32	10	(.000)
<b>Occupation</b>			(n = 661)			
Mgt, prof, education	1	5	51	32	11	
Sales/office support	1	3	54	23	19	
Const, inst or maint	0	5	54	29	12	
Prodn/trans/warehs	2	0	37	29	31	
Agriculture	3	2	56	31	8	
Food serv/pers. care	0	0	18	68	14	
Hlthcare supp/safety	0	2	54	30	15	$\chi^2 = 60.79^*$
Other	0	0	23	39	39	(.000)
<b>Yrs Lived in Comm.</b>			(n = 899)			
Five years or less	0	1	44	31	25	$\chi^2 = 18.07^*$
More than five years	2	4	50	32	13	(.001)

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

Appendix Table 12 continued.

<i>Over the next several years, do you think your community should invest less, more, or about the same in each of the following?</i>						
<i>The area's natural resources</i>						
	<i>Much less</i>	<i>Somewhat less</i>	<i>Same amount</i>	<i>Somewhat more</i>	<i>Much more</i>	<i>Chi-square (sig.)</i>
<b>Total</b>	1	5	46	36	13	
<b>Community Size</b>			(n = 934)			
Less than 500	3	4	53	24	18	
500 - 999	1	8	43	36	12	
1,000 - 4,999	1	6	54	28	11	
5,000 - 9,999	1	1	43	48	8	$\chi^2 = 36.63^*$
10,000 and up	1	3	44	39	14	(.002)
<b>Region</b>			(n = 947)			
Panhandle	0	4	52	34	11	
North Central	1	10	45	25	20	
South Central	1	3	46	37	13	
Northeast	1	6	47	38	9	$\chi^2 = 30.92^*$
Southeast	1	2	44	39	15	(.014)
<b>Income Level</b>			(n = 904)			
Under \$40,000	2	7	60	23	8	
\$40,000 - \$74,999	1	2	44	38	15	
\$75,000 - \$99,999	0	8	39	40	13	$\chi^2 = 42.76^*$
\$100,000 and over	1	3	45	37	15	(.000)
<b>Age</b>			(n = 953)			
19 - 29	0	10	47	33	10	
30 - 39	0	1	41	40	18	
40 - 49	0	3	44	40	13	
50 - 64	2	5	42	36	15	$\chi^2 = 42.69^*$
65 and older	2	5	54	29	9	(.000)
<b>Gender</b>			(n = 941)			
Male	1	4	45	37	14	$\chi^2 = 4.78$
Female	1	6	47	35	11	(.311)
<b>Marital Status</b>			(n = 941)			
Married	1	4	44	36	14	
Never married	1	7	56	29	7	
Divorced/separated	3	5	41	40	11	$\chi^2 = 23.18^*$
Widowed	2	6	58	30	5	(.026)
<b>Education</b>			(n = 948)			
H.S. diploma or less	1	4	56	28	11	
Some college	1	5	39	39	15	$\chi^2 = 13.86$
Bachelors degree	1	4	48	35	12	(.086)
<b>Occupation</b>			(n = 658)			
Mgt, prof, education	0.4	2	37	54	7	
Sales/office support	3	16	43	24	14	
Const, inst or maint	0	0	38	50	13	
Prodn/trans/warehs	0	2	39	41	18	
Agriculture	2	5	57	20	16	
Food serv/pers. care	0	0	52	33	14	
Hlthcare supp/safety	0	10	47	25	18	$\chi^2 = 93.16^*$
Other	0	0	50	31	19	(.000)
<b>Yrs Lived in Comm.</b>			(n = 901)			
Five years or less	1	5	48	40	7	$\chi^2 = 7.34$
More than five years	1	4	45	35	15	(.119)

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

Appendix Table 12 continued.

<i>Over the next several years, do you think your community should invest less, more, or about the same in each of the following?</i>						
<i>Entertainment and cultural events</i>						
	<i>Much less</i>	<i>Somewhat less</i>	<i>Same amount</i>	<i>Somewhat more</i>	<i>Much more</i>	<i>Chi-square (sig.)</i>
<b>Total</b>	1	4	40	39	17	
<b>Community Size</b>			(n = 932)			
Less than 500	1	3	53	33	10	
500 - 999	0	7	49	32	13	
1,000 - 4,999	1	2	41	41	15	
5,000 - 9,999	0	1	38	48	14	$\chi^2 = 34.91^*$
10,000 and up	1	4	35	38	22	(.004)
<b>Region</b>			(n = 944)			
Panhandle	0	4	40	38	19	
North Central	1	8	31	37	23	
South Central	1	3	45	33	18	
Northeast	1	3	39	44	13	$\chi^2 = 24.60$
Southeast	1	2	42	41	15	(.077)
<b>Income Level</b>			(n = 899)			
Under \$40,000	1	2	51	31	14	
\$40,000 - \$74,999	0.4	2	41	34	23	
\$75,000 - \$99,999	0	9	36	41	14	$\chi^2 = 45.44^*$
\$100,000 and over	1	3	33	47	16	(.000)
<b>Age</b>			(n = 943)			
19 - 29	0	5	43	38	15	
30 - 39	0	4	32	42	22	
40 - 49	0	0	41	38	22	
50 - 64	1	3	37	40	18	$\chi^2 = 39.31^*$
65 and older	2	6	47	37	9	(.000)
<b>Gender</b>			(n = 935)			
Male	1	5	44	35	15	$\chi^2 = 8.94$
Female	1	3	37	42	17	(.063)
<b>Marital Status</b>			(n = 932)			
Married	1	4	40	39	17	
Never married	0	2	50	34	14	
Divorced/separated	3	3	26	47	22	$\chi^2 = 29.98^*$
Widowed	0	2	55	36	8	(.003)
<b>Education</b>			(n = 944)			
H.S. diploma or less	1	4	49	33	14	
Some college	1	3	35	40	21	$\chi^2 = 13.03$
Bachelors degree	1	4	41	40	15	(.111)
<b>Occupation</b>			(n = 661)			
Mgt, prof, education	1	1	31	50	17	
Sales/office support	1	3	32	37	27	
Const, inst or maint	0	7	54	29	10	
Prodn/trans/warehs	0	2	37	43	18	
Agriculture	1	3	53	27	16	
Food serv/pers. care	0	9	14	55	23	
Hlthcare supp/safety	0	7	41	29	23	$\chi^2 = 59.96^*$
Other	0	4	19	62	15	(.000)
<b>Yrs Lived in Comm.</b>			(n = 895)			
Five years or less	0	5	37	50	9	$\chi^2 = 15.42^*$
More than five years	1	3	41	37	18	(.004)

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

Appendix Table 12 continued.

<i>Over the next several years, do you think your community should invest less, more, or about the same in each of the following?</i>						
<i>K-12 education (infrastructure and people)</i>						
	<i>Much less</i>	<i>Somewhat less</i>	<i>Same amount</i>	<i>Somewhat more</i>	<i>Much more</i>	<i>Chi-square (sig.)</i>
<b>Total</b>	2	5	28	42	24	
<b>Community Size</b>			(n = 935)			
Less than 500	3	5	43	35	15	
500 - 999	0	5	22	45	28	
1,000 - 4,999	1	5	30	44	20	
5,000 - 9,999	1	3	19	53	25	$\chi^2 = 34.93^*$
10,000 and up	3	6	29	37	25	(.004)
<b>Region</b>			(n = 947)			
Panhandle	0	4	28	48	21	
North Central	2	7	24	41	26	
South Central	1	7	29	34	29	
Northeast	2	3	28	48	20	$\chi^2 = 22.44$
Southeast	3	6	28	41	23	(.130)
<b>Income Level</b>			(n = 902)			
Under \$40,000	3	5	25	46	21	
\$40,000 - \$74,999	3	5	30	41	21	
\$75,000 - \$99,999	0	6	27	39	28	$\chi^2 = 10.66$
\$100,000 and over	2	5	27	42	25	(.558)
<b>Age</b>			(n = 950)			
19 - 29	0	0	0	76	24	
30 - 39	3	10	25	30	33	
40 - 49	1	3	23	40	34	
50 - 64	3	7	37	34	19	$\chi^2 = 177.29^*$
65 and older	2	6	44	35	14	(.000)
<b>Gender</b>			(n = 941)			
Male	3	7	34	40	17	$\chi^2 = 33.22^*$
Female	1	3	24	44	29	(.000)
<b>Marital Status</b>			(n = 938)			
Married	1	5	26	42	25	
Never married	3	7	19	50	21	
Divorced/separated	4	4	33	38	21	$\chi^2 = 32.89^*$
Widowed	3	2	51	29	15	(.001)
<b>Education</b>			(n = 947)			
H.S. diploma or less	1	6	33	34	26	
Some college	3	4	36	39	18	$\chi^2 = 39.19^*$
Bachelors degree	1	6	20	46	28	(.000)
<b>Occupation</b>			(n = 658)			
Mgt, prof, education	0.4	2	21	43	34	
Sales/office support	1	6	17	60	16	
Const, inst or maint	13	8	28	43	10	
Prodn/trans/warehs	0	6	32	26	36	
Agriculture	3	10	27	51	9	
Food serv/pers. care	0	18	18	46	18	
Hlthcare supp/safety	0	4	25	33	38	$\chi^2 = 109.45^*$
Other	0	15	23	50	12	(.000)
<b>Yrs Lived in Comm.</b>			(n = 900)			
Five years or less	1	3	13	43	41	$\chi^2 = 37.66^*$
More than five years	2	6	30	40	21	(.000)

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

*Appendix Table 13. Perceptions of Community Promotions by Community Size, Region, and Various Individual Attributes*

<i>To what extent does your community promote the following?</i>					
<i>Local and regional job opportunities</i>					
	<i>Never</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>Very frequently</i>	<i>Chi-square (sig.)</i>
<b>Total</b>	5	28	56	12	
<b>Community Size</b>			(n = 933)		
Less than 500	16	29	52	2	
500 - 999	3	52	37	8	
1,000 - 4,999	4	27	58	11	
5,000 - 9,999	0	21	61	19	$\chi^2 = 100.02^*$
10,000 and up	4	20	62	14	(.000)
<b>Region</b>			(n = 946)		
Panhandle	6	28	58	8	
North Central	4	33	54	9	
South Central	4	23	63	10	
Northeast	5	29	52	14	$\chi^2 = 12.99$
Southeast	5	29	52	15	(.369)
<b>Income Level</b>			(n = 900)		
Under \$40,000	7	32	50	10	
\$40,000 - \$74,999	4	31	55	9	
\$75,000 - \$99,999	7	25	54	14	$\chi^2 = 14.66$
\$100,000 and over	3	25	58	14	(.101)
<b>Age</b>			(n = 946)		
19 - 29	0	43	48	10	
30 - 39	4	21	64	11	
40 - 49	8	23	58	11	
50 - 64	5	27	56	12	$\chi^2 = 33.83^*$
65 and older	5	27	55	14	(.000)
<b>Gender</b>			(n = 936)		
Male	5	29	56	10	$\chi^2 = 1.75$
Female	4	27	57	12	(.625)
<b>Marital Status</b>			(n = 933)		
Married	5	24	56	14	
Never married	3	45	50	2	
Divorced/separated	4	29	56	11	$\chi^2 = 32.61^*$
Widowed	3	30	58	9	(.000)
<b>Education</b>			(n = 943)		
H.S. diploma or less	7	32	54	7	
Some college	6	28	55	11	$\chi^2 = 13.33^*$
Bachelors degree	3	26	58	14	(.038)
<b>Occupation</b>			(n = 657)		
Mgt, prof, education	2	27	58	13	
Sales/office support	3	39	53	6	
Const, inst or maint	0	54	34	12	
Prodn/trans/warehs	20	24	49	8	
Agriculture	5	42	44	8	
Food serv/pers. care	0	14	62	24	$\chi^2 = 76.75^*$
Hlthcare supp/safety	6	24	53	17	(.000)
Other	0	12	77	12	
<b>Yrs Lived in Comm.</b>			(n = 896)		
Five years or less	3	33	54	10	$\chi^2 = 4.29$
More than five years	5	27	56	13	(.231)

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

<i>To what extent does your community promote the following?</i>					
<i>Job satisfaction within the community</i>					
	<i>Never</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>Very frequently</i>	<i>Chi-square (sig.)</i>
<b>Total</b>	10	44	39	7	
<b>Community Size</b>			(n = 927)		
Less than 500	20	41	38	1	
500 - 999	6	50	36	8	
1,000 - 4,999	10	49	34	7	
5,000 - 9,999	11	42	40	7	$\chi^2 = 24.87^*$
10,000 and up	9	40	44	8	(.015)
<b>Region</b>			(n = 941)		
Panhandle	15	43	40	3	
North Central	9	45	42	4	
South Central	9	42	44	6	
Northeast	12	43	35	10	$\chi^2 = 20.13$
Southeast	6	48	36	9	(.065)
<b>Income Level</b>			(n = 898)		
Under \$40,000	15	45	33	7	
\$40,000 - \$74,999	12	43	39	7	
\$75,000 - \$99,999	6	44	39	11	$\chi^2 = 13.67$
\$100,000 and over	9	46	38	6	(.134)
<b>Age</b>			(n = 945)		
19 - 29	5	62	24	10	
30 - 39	10	45	39	5	
40 - 49	19	45	28	7	
50 - 64	9	44	43	4	$\chi^2 = 88.98^*$
65 and older	6	28	55	10	(.000)
<b>Gender</b>			(n = 934)		
Male	10	43	41	7	$\chi^2 = 1.34$
Female	9	45	38	8	(.720)
<b>Marital Status</b>			(n = 931)		
Married	9	43	39	9	
Never married	14	59	27	0	
Divorced/separated	13	41	42	5	$\chi^2 = 32.15^*$
Widowed	8	31	52	9	(.000)
<b>Education</b>			(n = 939)		
H.S. diploma or less	14	42	38	6	
Some college	9	45	41	5	$\chi^2 = 8.18$
Bachelors degree	10	44	38	9	(.225)
<b>Occupation</b>			(n = 657)		
Mgt, prof, education	10	50	32	9	
Sales/office support	14	44	38	4	
Const, inst or maint	2	71	27	0	
Prodn/trans/warehs	24	43	28	6	
Agriculture	6	56	33	5	
Food serv/pers. care	5	59	32	5	$\chi^2 = 42.97^*$
Hlthcare supp/safety	9	36	41	14	(.003)
Other	8	58	35	0	
<b>Yrs Lived in Comm.</b>			(n = 892)		
Five years or less	10	56	27	8	$\chi^2 = 12.74^*$
More than five years	10	42	41	7	(.005)

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



<i>To what extent does your community promote the following?</i>					
	<i>Medical services</i>				
	<i>Never</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>Very frequently</i>	<i>Chi-square (sig.)</i>
<b>Total</b>	6	18	41	35	
<b>Community Size</b>			(n = 924)		
Less than 500	16	31	38	15	
500 - 999	9	32	35	24	
1,000 - 4,999	5	15	42	37	
5,000 - 9,999	3	14	37	47	$\chi^2 = 80.66^*$
10,000 and up	3	12	45	40	(.000)
<b>Region</b>			(n = 936)		
Panhandle	10	24	39	28	
North Central	7	25	39	29	
South Central	5	13	40	42	
Northeast	5	19	46	30	$\chi^2 = 26.77^*$
Southeast	4	16	38	42	(.044)
<b>Income Level</b>			(n = 894)		
Under \$40,000	8	17	40	35	
\$40,000 - \$74,999	8	19	46	27	
\$75,000 - \$99,999	3	18	49	30	$\chi^2 = 29.57^*$
\$100,000 and over	5	17	33	45	(.003)
<b>Age</b>			(n = 937)		
19 - 29	0	24	38	38	
30 - 39	3	25	35	37	
40 - 49	12	13	39	35	
50 - 64	7	17	46	30	$\chi^2 = 46.87^*$
65 and older	4	14	45	37	(.000)
<b>Gender</b>			(n = 927)		
Male	6	19	45	30	$\chi^2 = 7.96$
Female	5	17	39	39	(.093)
<b>Marital Status</b>			(n = 925)		
Married	5	20	35	39	
Never married	5	14	62	19	
Divorced/separated	9	14	46	32	$\chi^2 = 39.16^*$
Widowed	6	14	48	31	(.000)
<b>Education</b>			(n = 934)		
H.S. diploma or less	7	15	52	26	
Some college	6	17	45	32	$\chi^2 = 17.83^*$
Bachelors degree	5	20	36	40	(.023)
<b>Occupation</b>			(n = 656)		
Mgt, prof, education	6	13	35	46	
Sales/office support	10	27	41	23	
Const, inst or maint	5	23	38	35	
Prodn/trans/warehs	6	28	44	22	
Agriculture	9	30	35	25	
Food serv/pers. care	0	5	59	36	$\chi^2 = 56.85^*$
Hlthcare supp/safety	4	20	33	44	(.000)
Other	0	4	65	31	
<b>Yrs Lived in Comm.</b>			(n = 888)		
Five years or less	6	26	34	34	$\chi^2 = 7.64$
More than five years	6	17	42	35	(.106)

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

<i>To what extent does your community promote the following?</i>					
<i>The area's natural resources</i>					
	<i>Never</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>Very frequently</i>	<i>Chi-square (sig.)</i>
<b>Total</b>	10	31	44	16	
<b>Community Size</b>			(n = 930)		
Less than 500	24	33	34	10	
500 - 999	17	39	29	16	
1,000 - 4,999	5	31	44	20	
5,000 - 9,999	11	20	55	15	$\chi^2 = 63.34^*$
10,000 and up	6	30	50	15	(.000)
<b>Region</b>			(n = 942)		
Panhandle	5	24	53	19	
North Central	10	32	40	19	
South Central	9	29	48	14	
Northeast	11	31	38	20	$\chi^2 = 19.65$
Southeast	12	33	46	9	(.074)
<b>Income Level</b>			(n = 902)		
Under \$40,000	7	27	48	17	
\$40,000 - \$74,999	15	32	44	9	
\$75,000 - \$99,999	5	28	46	21	$\chi^2 = 26.44^*$
\$100,000 and over	11	33	38	18	(.002)
<b>Age</b>			(n = 945)		
19 - 29	10	33	38	19	
30 - 39	9	39	33	20	
40 - 49	17	33	41	9	
50 - 64	8	26	51	16	$\chi^2 = 42.97^*$
65 and older	6	25	52	17	(.000)
<b>Gender</b>			(n = 934)		
Male	9	34	43	14	$\chi^2 = 5.76$
Female	10	28	45	18	(.124)
<b>Marital Status</b>			(n = 933)		
Married	10	29	44	16	
Never married	12	39	33	16	
Divorced/separated	7	31	49	14	$\chi^2 = 11.03$
Widowed	6	28	49	17	(.274)
<b>Education</b>			(n = 942)		
H.S. diploma or less	9	31	46	14	
Some college	12	27	46	15	$\chi^2 = 6.79$
Bachelors degree	8	33	42	17	(.341)
<b>Occupation</b>			(n = 657)		
Mgt, prof, education	12	30	44	15	
Sales/office support	6	34	26	34	
Const, inst or maint	35	25	40	0	
Prodn/trans/warehs	16	31	37	16	
Agriculture	7	45	33	14	
Food serv/pers. care	0	5	82	14	$\chi^2 = 85.77^*$
Hlthcare supp/safety	8	35	46	12	(.000)
Other	0	46	46	8	
<b>Yrs Lived in Comm.</b>			(n = 897)		
Five years or less	7	40	31	22	$\chi^2 = 19.08^*$
More than five years	11	29	46	14	(.000)

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

<i>To what extent does your community promote the following?</i>					
<i>Area entertainment and cultural events</i>					
	<i>Never</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>Very frequently</i>	<i>Chi-square (sig.)</i>
<b>Total</b>	7	31	47	16	
<b>Community Size</b>			(n = 935)		
Less than 500	16	32	48	5	
500 - 999	6	52	29	14	
1,000 - 4,999	7	32	49	12	
5,000 - 9,999	3	22	46	30	$\chi^2 = 76.71^*$
10,000 and up	6	26	52	17	(.000)
<b>Region</b>			(n = 943)		
Panhandle	3	26	46	26	
North Central	9	32	51	8	
South Central	7	29	46	20	
Northeast	7	35	43	15	$\chi^2 = 24.61^*$
Southeast	5	34	50	11	(.017)
<b>Income Level</b>			(n = 901)		
Under \$40,000	5	34	50	12	
\$40,000 - \$74,999	10	34	45	12	
\$75,000 - \$99,999	5	25	55	15	$\chi^2 = 18.32^*$
\$100,000 and over	6	33	42	19	(.032)
<b>Age</b>			(n = 947)		
19 - 29	0	48	24	29	
30 - 39	5	23	55	17	
40 - 49	10	36	43	10	
50 - 64	9	26	53	13	$\chi^2 = 84.01^*$
65 and older	6	27	53	14	(.000)
<b>Gender</b>			(n = 935)		
Male	8	30	47	16	$\chi^2 = 2.28$
Female	5	33	46	16	(.516)
<b>Marital Status</b>			(n = 932)		
Married	7	31	47	16	
Never married	6	42	39	14	
Divorced/separated	9	31	49	12	$\chi^2 = 12.17$
Widowed	5	22	53	20	(.204)
<b>Education</b>			(n = 941)		
H.S. diploma or less	9	30	43	18	
Some college	9	28	51	13	$\chi^2 = 14.19^*$
Bachelors degree	5	34	44	17	(.028)
<b>Occupation</b>			(n = 657)		
Mgt, prof, education	7	34	45	14	
Sales/office support	7	34	40	19	
Const, inst or maint	5	27	49	20	
Prodn/trans/warehs	14	32	42	12	
Agriculture	4	47	43	6	
Food serv/pers. care	0	14	71	14	$\chi^2 = 27.66$
Hlthcare supp/safety	5	30	48	17	(.150)
Other	8	39	42	12	
<b>Yrs Lived in Comm.</b>			(n = 898)		
Five years or less	6	42	34	18	$\chi^2 = 11.84^*$
More than five years	7	30	48	16	(.008)

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

<i>To what extent does your community promote the following?</i>					
<i>The area's K-12 educational system</i>					
	<i>Never</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>Very frequently</i>	<i>Chi-square (sig.)</i>
<b><u>Total</u></b>	4	21	49	26	
<b><u>Community Size</u></b>			(n = 922)		
Less than 500	11	16	52	21	
500 - 999	5	20	41	34	
1,000 - 4,999	3	21	47	29	
5,000 - 9,999	3	22	46	29	$\chi^2 = 26.00^*$
10,000 and up	4	20	56	21	(.011)
<b><u>Region</u></b>			(n = 935)		
Panhandle	9	33	38	20	
North Central	3	10	61	26	
South Central	4	19	52	25	
Northeast	4	26	42	29	$\chi^2 = 36.29^*$
Southeast	2	17	54	26	(.000)
<b><u>Income Level</u></b>			(n = 893)		
Under \$40,000	5	18	44	33	
\$40,000 - \$74,999	5	22	55	17	
\$75,000 - \$99,999	4	17	50	29	$\chi^2 = 19.56^*$
\$100,000 and over	3	24	46	27	(.021)
<b><u>Age</u></b>			(n = 938)		
19 - 29	0	35	30	35	
30 - 39	0	21	46	33	
40 - 49	10	21	48	20	
50 - 64	4	18	57	21	$\chi^2 = 84.19^*$
65 and older	5	12	59	25	(.000)
<b><u>Gender</u></b>			(n = 925)		
Male	5	17	57	21	$\chi^2 = 22.53^*$
Female	3	24	43	30	(.000)
<b><u>Marital Status</u></b>			(n = 923)		
Married	4	19	50	28	
Never married	8	40	41	11	
Divorced/separated	4	14	55	27	$\chi^2 = 44.61^*$
Widowed	3	13	58	27	(.000)
<b><u>Education</u></b>			(n = 933)		
H.S. diploma or less	6	21	54	19	
Some college	4	19	52	25	$\chi^2 = 6.90$
Bachelors degree	4	21	47	29	(.330)
<b><u>Occupation</u></b>			(n = 648)		
Mgt, prof, education	6	25	42	27	
Sales/office support	0	44	42	15	
Const, inst or maint	0	12	71	17	
Prodn/trans/warehs	12	26	45	18	
Agriculture	2	16	49	33	
Food serv/pers. care	0	0	91	9	$\chi^2 = 69.24^*$
Hlthcare supp/safety	4	23	42	32	(.000)
Other	0	37	52	11	
<b><u>Yrs Lived in Comm.</u></b>			(n = 894)		
Five years or less	1	48	28	23	$\chi^2 = 83.24^*$
More than five years	5	16	53	26	(.000)

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



## RURAL POLL

**Nebraska Rural Poll  
Research Report 24-6  
results compiled by:**

Heather Akin  
Cheryl Burkhart-Kriesel  
Mary Emery  
Katelyn Larson  
Bradley Lubben  
L.J. McElravy  
Timothy Meyer  
Rebecca Vogt

UNIVERSITY OF  
**Nebraska**  
Lincoln®

UNL does not discriminate  
based upon any protected  
status.

Please see [go.unl.edu/  
nondiscrimination](http://go.unl.edu/nondiscrimination)  
Copyright © 2025