

RURAL POLL



Gathering Scientific Data at an Affordable Price

The Nebraska Rural Poll is the longest-running state rural survey in the nation, beginning in 1996. The goal of the poll is to give local and state leaders a better understanding of the needs, priorities, and opinions of Nebraska's rural citizens.

Each year, core questions focus on community and well-being. Interested researchers, community, and organizations can purchase additional survey questions.

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Survey topics have included agricultural policy, energy, the environment, government, crime, education, health care, housing, taxes, technology, and employment.

Surveys are mailed out each year in March and April to 7,000 households in 86 counties across the state.

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In a series of reports, survey results are distributed to state lawmakers, news media, local economic and community development groups, as well as rural citizens.

Poll data has been used by policymakers, state agencies, university faculty, development organizations, and economic developers to aid in planning for the future of rural Nebraska.

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IN 2023...



1,100 Nebraskans responded to the survey

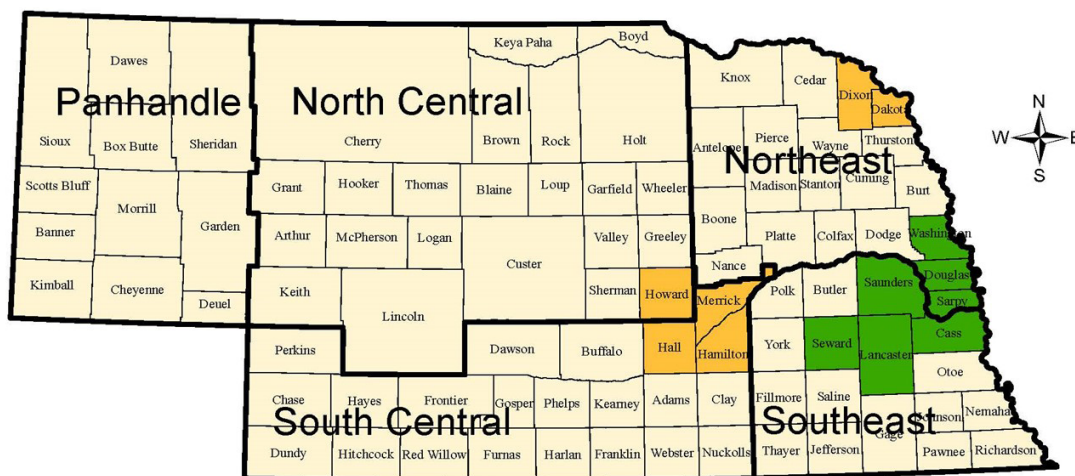
2,116 reports were downloaded in Digital Commons

2,800 pageviews on the Rural Poll website

8,809 users posted impressions on X (formerly Twitter)

**At least 11 distinct media outlets across Nebraska and the plains published Rural Poll results.*

NEBRASKA METROPOLITAN & NONMETROPOLITAN COUNTIES (2013 DEFINITIONS)



Metropolitan/Nonmetropolitan and Survey Status

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

Note: There are 5 metro counties for Omaha (Cass, Douglas, Sarpy, Saunders, Washington), 2 for Lincoln (Lancaster, Seward), 2 for Sioux City, Iowa (Dakota, Dixon) and 4 in the newly established Grand Island metro (Hall, Hamilton, Howard, Merrick).

Source: 2013 Metropolitan and Micropolitan Definitions, Office of Management and Budget, released Feb. 28, 2013
Prepared by: David Drozd, Center for Public Affairs Research, University of Nebraska at Omaha, Aug. 11, 2014

PRICING

One Survey page (8.5" x 7") of questions: \$6,500

One half-page: \$4,000

Less than a half-page can be negotiated

**Reports can be generated at an additional cost.*

CONTACT

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