

# THE CENTER FOR RURAL COMMUNITY REVITALIZATION AND DEVELOPMENT

### A Research Report\*

The Charm and Challenges of Living in Nebraska's Rural Communities

1999 Nebraska Rural Poll Results

John C. Allen Rebecca Filkins Sam Cordes



Center Research Report 99-3, September 1999.

© graphic used with permission of the designer, Richard Hawkins, Design & Illustration, P.O. Box 21181, Des Moines, IA 50321-0101

Phone: 515.288.4431, FAX: 515.243.1979

\*These reports are used to present preliminary policy and programmatic ideas and research findings to a limited audience in a timely manner. Research Reports have not necessarily been peer reviewed and the content is the sole responsibility of the author(s). Any questions, suggestions, or concerns should be sent directly to the author(s).

Funding for this project was provided by the Partnership for Rural Nebraska, the Cooperative Extension Division of the Institute for Agriculture and Natural Resources, the Agricultural Research Division of the Institute for Agriculture and Natural Resources, and the Center for Rural Community Revitalization and Development. Additionally, considerable in-kind support and contributions were provided by a number of individuals and organizations associated with the Partnership for Rural Nebraska. A special note of appreciation is extended to the staff and student workers in the Center for Rural Community Revitalization and Development for data entry and administrative and staff support.

#### Table of Contents

Executive Summary	. i
Introduction	1
Trends in Community Ratings, 1996 - 1999	2
Figure 1. Community Change, 1996 - 1999	3
The Community and Its Attributes in 1999	5
Figure 3. Perceptions of Community Change by Community Size  Figure 4. Ratings of Community Supportiveness by Age  Figure 5. Ten Services and Amenities with Greatest Dissatisfaction  Figure 6. Satisfaction with Entertainment by Age  Figure 7. Satisfaction with Law Enforcement by Community Size  Figure 8. Satisfaction with Rail Service by Region  Figure 9. Satisfaction with Air Service by Region	6 7 8 9
Conclusion	12

#### List of Appendix Tables and Figures

Appendix Figure 1. Regions of Nebraska	13
Appendix Table 1. Demographic Profile of Rural Poll Respondents Compared to 1990  Census	14
Appendix Table 2. Perceptions of Community Change by Community Size, Region and Individual Attributes, 1999	15
Appendix Table 3. Measures of Community Attributes in Relation to Community Size, Region and Individual Attributes, 1999	17
Appendix Table 4. Level of Satisfaction with Community Services and Amenities, 1999	19
Appendix Table 5. Measures of Satisfaction with Ten Services and Amenities in Relation to Community Size, Region and Individual Attributes, 1999	20
Appendix Table 6. Plans to Leave Community by Community Size, Region and Individual Attributes, 1999	23

#### **Executive Summary**

Nebraska's rural communities have experienced many changes in recent years. Depopulation and pressures to consolidate some of their services and government offices are only some of the challenges they are currently facing. How have these changes affected rural Nebraskans' perceptions of their communities and the services available? Do their perceptions differ by the size of their community, the region in which they live, or by their occupation?

This report details results of 3,036 responses to the 1999 Nebraska Rural Poll, the fourth annual effort to take the pulse of rural Nebraskans. Respondents were asked a series of questions about their community. Trends are examined by comparing data from the three previous polls to this year's results. In addition, comparisons are made among different subgroups of the respondents, e.g., comparisons by community size, region, age, occupation, etc. Based on these analyses, some key findings emerged:

- Most rural Nebraskans believe their community has either stayed the same or changed for the better during the past year. Over one-half (53%) of the respondents felt their community had stayed the same during the past year and twenty-eight percent believed it had changed for the better. Only nineteen percent felt their community had changed for the worse.
- The proportion of rural Nebraskans believing their community has changed for the better has steadily decreased since 1996. Thirty-eight percent of the respondents to the 1996 Poll felt their community had changed for the better. This has decreased to twenty-eight percent in 1999. The proportion believing their community has stayed the same has increased since 1996 (from 38% to 53%).
- Persons living in larger communities were more likely than those living in smaller communities to believe their community had changed for the better during the past year. Thirty-eight percent of those living in communities with at least 10,000 people believed their community had improved during the past year, compared to only fourteen percent of those living in communities with less than 100 people.
- The majority of rural Nebraskans believe their communities are friendly, trusting and supportive. Approximately seventy-two percent of the respondents in all four studies rated their community as friendly. The proportion believing their community is trusting and supportive has increased between 1996 and 1999 (from 62% to approximately 65%).
- Persons living in smaller communities were more likely than those living in larger communities to view their community as friendly, trusting and supportive. As an example, seventy-four percent of those living in communities with less than 100 people viewed their community as being supportive, compared to only fifty-eight percent of those living in communities with populations of 10,000 or more.

- Over one-third of rural Nebraskans are dissatisfied with the following services and amenities in their community: entertainment, retail shopping and restaurants. Services viewed most positively included parks and recreation, library services, education (K - 12), and basic medical care services.
- Persons living in smaller communities were more likely than those living in larger communities to be dissatisfied with law enforcement. Thirty-two percent of those living in communities with less than 500 people were dissatisfied with the law enforcement in their community. Only nineteen percent of those living in communities with at least 5,000 people were dissatisfied with their law enforcement.
- Persons living in the Panhandle were more likely than those living in other regions of the state to be dissatisfied with the air service in their community. Forty-five percent of those living in this region expressed dissatisfaction with the air service in their community, compared to sixteen percent of those living in the Southeast region of the state.
- Only four percent of the respondents are planning to move from their community in the next year. Eight percent were uncertain about their migration plans and eighty-eight percent had no plans to move in the next year. These proportions remained fairly stable compared to last year.
- The expected destination of those planning to move changed between 1998 and 1999. In 1998, sixty-two percent of those planning to move intended to stay in Nebraska. However, in 1999 only forty-eight percent of the movers planned to stay in the state.
- The groups more likely to be planning to move from their community include the younger persons and those who have never married.

#### Introduction

Communities in rural Nebraska have undergone many changes in recent years. The development of a global economy, along with improvements in transportation and telecommunication technologies, have resulted in both challenges and opportunities for rural communities.

In addition, many rural communities are also experiencing depopulation which has resulted in pressure to consolidate many of their services and government offices. All of these changes have the potential to impact communities and community life.

Given these changes, how do rural Nebraskans rate their community? Do they think their community has changed for the better or worse during the past year? Are rural Nebraskans satisfied with the services and amenities their community provides? And, how do all of these community ratings differ by community size, region, occupation or age?

This paper provides a detailed analysis of these questions. We also examine changes over time of rural Nebraskans' perceptions of their community.

The 1999 Nebraska Rural Poll is the fourth annual effort to take the pulse of rural Nebraskans. Respondents were asked a series of questions about certain attributes of their community, their satisfaction with the services and amenities it provides, and plans to leave or stay in their community during the next year. Trends will be examined by comparing data from the three previous polls to this year's results.

#### Methodology and Respondent Profile

This study is based on 3,036 responses from Nebraskans living in the 87 non-metropolitan counties in the state. A self-administered questionnaire was mailed in February and March to approximately 6,100 randomly selected households. Metropolitan counties not included in the sample were Cass, Dakota, Douglas, Lancaster, Sarpy and Washington. The 18 page questionnaire included questions pertaining to well-being, community, work, the future of rural Nebraska and local finance issues. This paper reports only results from the community portion of the survey.

A 50% response rate was achieved using the total design method (Dillman, 1978). The sequence of steps used were:

- 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 director approximately seven days later.
- 3. A reminder postcard was sent to the entire sample approximately seven days after the questionnaire had been sent.
- 4. Those who had not yet responded within approximately 14 days of the original mailing were sent a replacement questionnaire.

The average respondent was 54 years of age. Seventy-six percent were married (Appendix Table 1<sup>1</sup>) and fifty-one percent lived within the city limits of a town or village. On

Appendix Table 1 also includes demographic data from previous rural polls, as well as similar data based on the entire non-metropolitan population of Nebraska (using 1990 U.S. Census data).

average, respondents had lived in Nebraska 47 years and had lived in their current community 34 years. Eighty-one percent were living in or near towns or villages with populations less than 5,000.

Fifty-eight percent of the respondents reported their approximate household income from all sources, before taxes, for 1998 was below \$40,000. Twenty-seven percent reported incomes over \$50,000. Ninety-two percent had attained at least a high school diploma.

Seventy-six percent were employed in 1998 on a full-time, part-time or seasonal basis. Twenty percent were retired. Twenty-nine percent of those employed reported working in a professional/technical or administrative occupation. Twenty-six percent indicated they were farmers or ranchers.

#### Trends in Community Ratings, 1996 - 1999

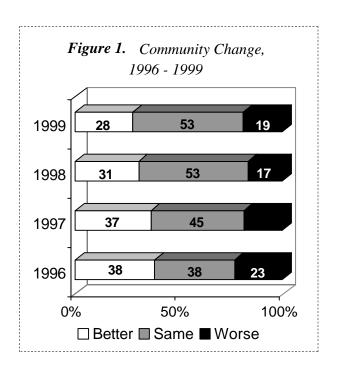
As mentioned earlier, this is the fourth annual Nebraska Rural Poll and therefore comparisons are made between the data collected this year to the three previous studies. It is important to keep in mind when viewing these comparisons that these were independent samples (the same people were not surveyed each year.)

#### Community Change

To examine respondents' perceptions of how their community has changed, they were asked the following 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, same or worse.)

One difference in the wording of the question has occurred over the past four 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.

Respondents are increasingly stating that their community has remained the same. Thirty-eight percent of the 1996 respondents felt their community had staved the same. this increased to 53% in both 1998 and 1999 (Figure 1). Conversely, the proportion stating their community has changed for the better has steadily decreased since 1996. Thirty-eight percent of the 1996 respondents felt their community had changed for the better, compared to twenty-eight percent in 1999. The proportion believing their community has changed for the worse had steadily decreased between 1996 and 1998 (from 23% to 17%), but increased slightly between 1998 and 1999 (from 17% to 19%).



#### Community Social Dimensions

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.

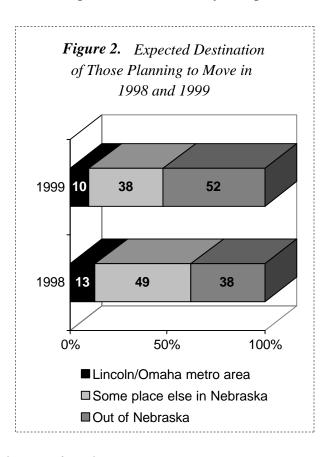
The proportion of respondents viewing their community as friendly has remained fairly stable during the past four years. Approximately seventy-two percent of the respondents in all four studies viewed their community as friendly.<sup>2</sup> The proportions viewing their community as trusting and supportive have slightly increased over the four years. Sixty-two percent of the respondents in 1996 felt their community was supportive, this proportion increased to sixty-five percent in 1999. Similarly, sixty-two percent of the 1996 respondents believed their community was trusting, compared to sixty-six percent in 1999.

#### Plans to Leave the Community

To determine rural Nebraskans' migration intentions, respondents were asked, "Do you plan to move from your community in the next year?" This question was only included in the 1998 and 1999 studies. The proportion planning to leave their community remained relatively stable between the two years. Three percent of the 1998

respondents and four percent in 1999 planned to leave their community in the next year. Approximately eighty-eight percent did not intend to move from their community and eight percent were undecided.

However, the expected destination for those planning to move has changed over the last year (Figure 2). In 1998, sixty-two percent of those planning to move intended to stay in Nebraska, with thirteen percent planning to move to either Lincoln or Omaha and forty-nine percent were planning to move to another part of the state. Thirty-eight percent planned to leave Nebraska. In 1999, only forty-eight percent planned to stay in the state; ten percent were planning to move to the metropolitan part of the state and thirty-eight were planning to move to another part of the state. Fifty-two percent



Research Report 99-3 of the Center for Rural Community Revitalization and Development Page  $\it 3$ 

<sup>&</sup>lt;sup>2</sup> The responses on the 7-point scale were converted to percentages as follows: values of 1, 2, and 3 were categorized as friendly, trusting, and supportive; values of 5, 6, and 7 were categorized as unfriendly, distrusting, and hostile; and a value of 4 was categorized as no opinion.

were planning to move from Nebraska.

Satisfaction with Community Services and Amenities

Respondents were asked about their satisfaction with various community services and amenities in all four studies. However, the respondents in 1996 were also asked about the availability of these services.

Therefore, comparisons will only be made between the last three studies conducted, when the question wording was identical. The respondents were asked how satisfied they were with a list of 25 services and amenities, taking into consideration availability, cost and quality.

Table 1 shows the proportions very satisfied with the service each year. The rank

**Table 1.** Proportion of Respondents "Very Satisfied" with Each Service, 1997 - 1999

Service/Amenity	1999	1998	1997
Library services	40	41	44
Education (K - 12)	36	33	35
Parks and recreation	30	29	34
Sewage disposal	28	23	31
Basic medical care services	27	27	31
Senior centers	27	25	31
Water disposal	26	21	29
Nursing home care	25	24	27
Solid waste disposal	24	19	25
Law enforcement	19	17	22
Housing	19	14	17
Highways and bridges	18	15	NA
Restaurants	17	16	19
Day care services	16	15	17
Streets	16	12	NA
Head start programs	13	12	16
Retail shopping	12	10	14
City/village government	11	7	10
County government	10	6	9
Mental health services	9	8	11
Entertainment	6	6	8
Air service	5	5	6
Rail service	3	3	5
Bus service	3	2	4
Taxi service	2	2	3
Streets and highways	NA	NA	1

NA = Not asked that particular year

ordering of these items remained fairly stable over the three years. In addition, many of the proportions remained somewhat consistent between the years.

#### The Community and Its Attributes in 1999

In this section, 1999 data on respondents' evaluations of their communities and its attributes are first summarized and then examined in terms of any differences that may exist depending upon the size of the respondent's community, region, income, age, gender, marital status, education and occupation.

#### Community Change

Over one-half (53%) of the respondents felt their community had stayed the same during the past year, twenty-eight percent said their community had changed for the better, and nineteen percent believed it had changed for the worse (see Figure 1).

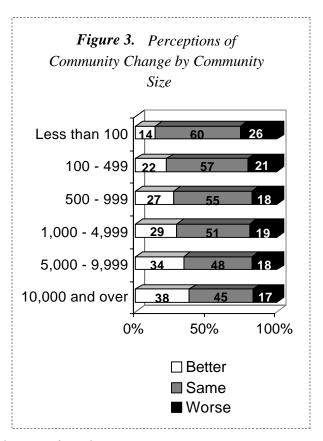
When examining responses for various demographic subgroups, many differences were detected in respondents' perceptions of the change in their community. Differences were detected by community size, household income, gender, education and occupation (Appendix Table 2).

Respondents living in larger communities were more likely than those living in smaller communities to believe their community had changed for the better during the past year. Thirty-eight percent of the respondents living in or near communities with populations of at least 10,000 believed their community had changed for the better. However, only fourteen percent of the respondents living in or near communities

with less than 100 people shared this opinion (Figure 3).

When examining differences by income, respondents with higher household incomes were more likely than those with lower incomes to believe their community had changed for the better during the past year. Thirty-nine percent of the respondents with household incomes of at least \$75,000 believed their community had improved during the past year, compared to twenty-three percent of the respondents with incomes under \$10,000.

Of the occupational groups, those with professional occupations were most likely to state their community had changed for the better. Thirty-five percent of these respondents believed their community had



changed for the better during the past year, compared to only twenty percent of the farmers or ranchers.

With respect to education and gender, those with graduate degrees and females were most likely to believe their community had changed for the better.

#### Community Social Dimensions

In addition to asking about the change they saw occurring in their community, respondents were also asked to rate the social dimensions of their community. They were asked if they would describe their communities as friendly or unfriendly, trusting or distrusting, and supportive or hostile. Overall, respondents rated their community as friendly (73%), trusting (66%), and supportive (65%).

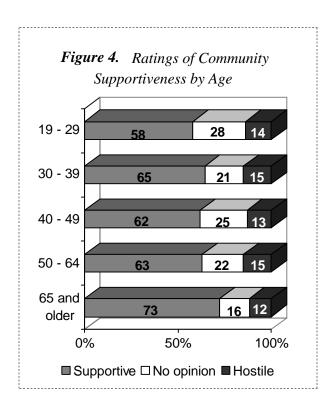
Respondents' ratings of their community on these dimensions differed by some of the demographic and community characteristics (Appendix Table 3). Respondents living in smaller communities were more likely than those living in larger communities to view their community as friendly, trusting and supportive. As an example, seventy-three percent of the respondents living in communities with less than 100 people believed their community was trusting, while only fifty-seven percent of the respondents living in communities with populations of 10,000 or more shared this opinion.

The respondents' ratings of their community's friendliness also differed by occupation. Farmers and ranchers were more likely than respondents with other types of occupations to view their community as being friendly. Eighty percent

of the farmers and ranchers said their community was friendly, compared to only sixty-six percent of the skilled laborers.

With respect to age, older respondents were more likely than younger respondents to believe their community was supportive. Seventy-three percent of the respondents age 65 and older viewed their community as being supportive, while only fifty-eight percent of those between the ages of 19 and 29 shared this opinion (Figure 4).

The widowed respondents were more likely than the other marital groups to view their community as being supportive. Seventy-five percent of the widowed respondents believed their community was supportive, compared to fifty-eight percent of the respondents who are divorced or separated.

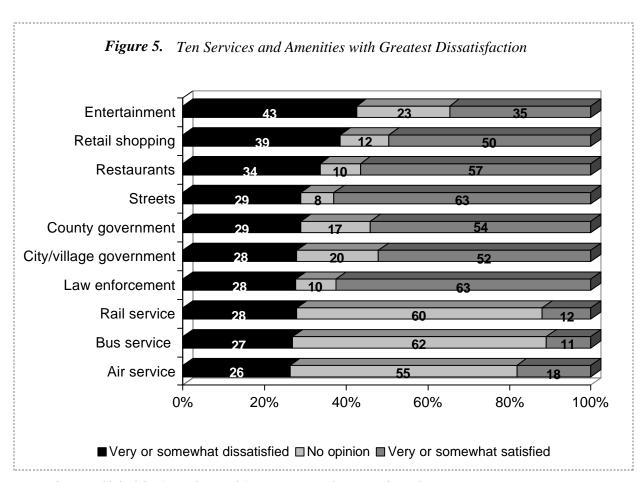


Satisfaction with Community Services and Amenities

Providing community services in rural areas is often more challenging than providing these same services in urban areas. Many of the services or amenities are either not available at all or their quality is lower than that found in larger communities. To gauge rural residents' satisfaction levels with services and amenities, they were given a list of 25 services and amenities and were asked how satisfied they were with each, taking into consideration availability, cost and quality.

The ten services/amenities with the highest combined percentage of "very dissatisfied" or "somewhat dissatisfied" responses are shown in Figure 5. Respondents were most dissatisfied with entertainment (43%), retail shopping (39%), and restaurants (34%). The four services/amenities respondents were most satisfied with (based on the combined percentage of "very satisfied" and "somewhat satisfied" responses) were parks and recreation (75%), library services (73%), education (K - 12) (72%) and basic medical care services (71%) (Appendix Table 4).

The ten services with the greatest dissatisfaction (those shown in Figure 5) were analyzed by community size, region, and various individual attributes (Appendix Table 5). Dissatisfaction with entertainment differed by all the characteristics included in



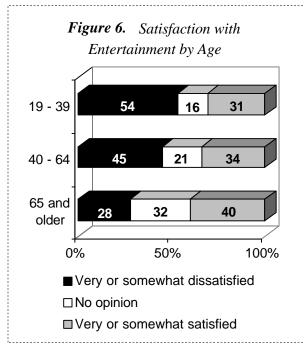
Research Report 99-3 of the Center for Rural Community Revitalization and Development Page 7

the table.

Younger respondents were more likely than older respondents to be dissatisfied with entertainment. Fifty-four percent of the respondents between the ages of 19 and 39 expressed dissatisfaction with entertainment, compared to only twenty-eight percent of the respondents age 65 and older (Figure 6).

Differences also occurred by income. Respondents with higher incomes were more likely than those with lower incomes to be dissatisfied with entertainment. Approximately forty-seven percent of the respondents with household incomes of at least \$40,000 expressed dissatisfaction with entertainment, while only thirty-three percent of those with incomes under \$20,000 shared this opinion.

Other groups who were more likely to be dissatisfied with entertainment include: those living in communities with populations



ranging from 500 to 4,999, those living in the Panhandle, females, those who are divorced or separated, respondents with higher educational levels and those with professional occupations.

These same groups were also those most likely to be dissatisfied with both retail shopping and restaurants. The only difference occurred when the regional groups rated their satisfaction with retail shopping. Those living in the Northeast region of the state joined those in the Panhandle as the groups most likely to be dissatisfied with retail shopping (see Appendix Figure 1 for the counties included in each region).

Dissatisfaction with the streets in the community differed by some of these characteristics. The laborers were the occupational group most likely to be dissatisfied with streets. Thirty-six percent of the laborers were dissatisfied with streets, compared to twenty-five percent of the farmers/ranchers. Other groups more likely to be dissatisfied with streets include those living in the Northeast region of the state and the younger respondents.

Satisfaction with county government differed by age, gender, marital status, education and occupation. The respondents who have never married were the marital group most likely to be dissatisfied with their county government. Thirty-three percent of this group expressed dissatisfaction with county government, compared to only fifteen percent of the widowed respondents.

When comparing age groups, the older respondents were less likely than the other respondents to be dissatisfied with county

Research Report 99-3 of the Center for Rural Community Revitalization and Development Page 8

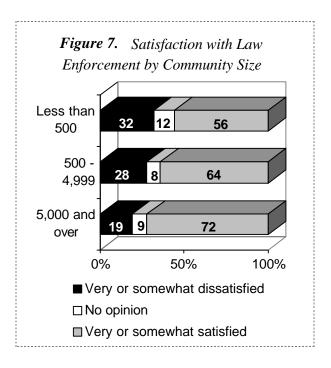
government. Only twenty percent of those age 65 or older were dissatisfied with this level of government, compared to thirty-two percent in the other age groups.

Other groups more likely to be dissatisfied with county government include: males, those with some college education, and farmers/ranchers.

Satisfaction with city/village government differed by all the characteristics examined except gender. The groups most likely to express dissatisfaction with their city/village government include: those living in larger communities, the respondents living in the Panhandle, those with higher income levels, the younger respondents, those who have never married, the respondents who have had some college education and the laborers.

When examining satisfaction levels with law enforcement, differences emerged when comparing community sizes and age groups. The respondents living in the smallest communities were more likely than those living in larger communities to be dissatisfied with law enforcement. Thirty-two percent of those living in communities with less than 500 people expressed dissatisfaction with this service, compared to only nineteen percent of those living in communities with at least 5,000 people (Figure 7).

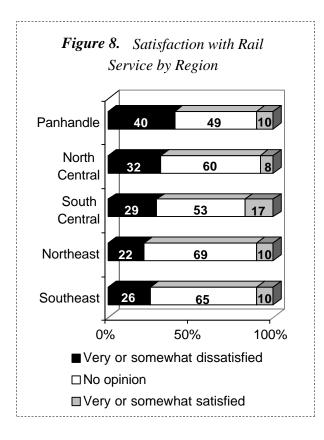
When comparing age groups, the older respondents were less likely than the other respondents to be dissatisfied with law enforcement. Twenty-four percent of those age 65 or older were dissatisfied with law enforcement, while approximately twenty-nine percent of the other age groups expressed dissatisfaction.



Differences in satisfaction with rail service were detected by region. Respondents living in the Panhandle were more likely than those living in other regions of the state to express dissatisfaction with rail service. Forty percent of those living in this region of the state were dissatisfied with rail service, compared to only twenty-two percent of those living in the Northeast region (Figure 8).

Satisfaction with this service also differed by age. Older respondents were more likely than younger respondents to express dissatisfaction with rail service. Thirty-four percent of those age 65 or older said they were dissatisfied with rail service, while only twenty percent of those between the ages of 19 and 39 felt the same.

Farmers/ranchers and professionals were the occupation groups most likely to be dissatisfied with rail service. Approximately thirty percent of these two groups were



dissatisfied with rail service, compared to only nineteen percent of the laborers.

Other groups more likely to express dissatisfaction with rail service include: those living in larger communities, males, and those with higher education levels.

Satisfaction with bus service differed by community size, region, age, education and occupation. Older respondents were more likely than younger respondents to be dissatisfied with bus service in their community. Thirty-six percent of those age 65 or older were dissatisfied with this service, while only seventeen percent of those between the ages of 19 and 39 shared this opinion.

Those living in the Panhandle were more likely than those living in other regions of the

state to be dissatisfied with bus service. Forty percent of the respondents living in this region were dissatisfied with the bus service in their community, compared to twenty-three percent of those living in both the Northeast and the Southeast regions of the state.

Other groups more likely to be dissatisfied with bus service include those living in larger communities, respondents with higher education levels and those with professional occupations.

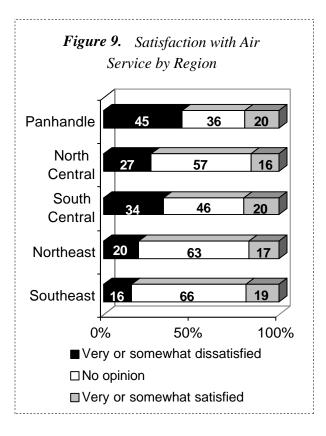
Respondents in the Panhandle were also the regional group most likely to be dissatisfied with air service. Forty-five percent of those living in this region expressed dissatisfaction with the air service in their community, while only sixteen percent of those living in the Southeast region felt the same (Figure 9).

Satisfaction with air service also differed by community size. Those living in larger communities were more likely than those living in smaller communities to be dissatisfied with air service there. Thirty-eight percent of those living in communities with at least 5,000 people stated they were dissatisfied with air service in their community, compared to twenty-two percent of those living in communities with less than 500 people.

Other groups more likely to be dissatisfied with air service include: those with higher income levels, those over the age of 40, persons with higher education levels, and those with professional occupations.

*Plans to Leave the Community* 

One of the ways a resident can indicate their



satisfaction with their community is through their intent to remain in the community. Many things can influence a decision to leave one's place of residence (including job offers, opportunities to move closer to family or friends, etc.) but their satisfaction with their community can have an important role in their decision to move or stay. 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, no or uncertain. A follow-up question (asked only of those who indicated they were planning to move) asked where they planned to move. Answer categories were: Lincoln/Omaha metro areas, some place in Nebraska outside the Lincoln/Omaha metro areas, or some place other than Nebraska.

planning to move in the next year, eight percent were uncertain and eighty-eight percent had no plans to move from their community in the next year. Of those planning to move, only forty-eight percent were planning to stay in Nebraska, with ten percent planning to move to either Lincoln or Omaha and thirty-eight percent planning to move to another part of the state. Fifty-two percent planned to leave Nebraska.

Intentions to leave the community differed by age, marital status, education and occupation (Appendix Table 6). Younger respondents were more likely than older respondents to be planning to move from their community in the next year. Eleven percent of those between the ages of 19 and 29 indicated they were planning to move from their community in the next year, while only two percent of those age 50 or older were planning to move. When comparing responses by marital status, those who have never married were more likely than the other marital groups to be planning to move. Respondents whose education attainment did not extend beyond high school were somewhat more likely than those with more education to say they were not planning to move in the next year. Those with higher education levels were more likely to be uncertain about their future plans.

Of the occupation groups, the farmers and ranchers were more likely than those with different occupations to say they were <u>not</u> planning to move in the next year. The occupation groups that were more likely to be planning to move include respondents with professional, administrative support, service or manual labor occupations.

Only four percent indicated they were

#### Conclusion

These results show that rural Nebraskans have very favorable opinions about their communities. The majority of respondents felt their community had either stayed the same or changed for the better during the past year. In addition, the majority also characterize their communities as friendly, trusting and supportive.

Respondents living in smaller communities were more likely than those living in larger communities to rate their communities as friendly, trusting and supportive. However, those living in smaller communities were more likely to say their community had changed for the worse during the past year. These results indicate that small town life is valued for its social qualities but other challenges may exist that threaten their vitality.

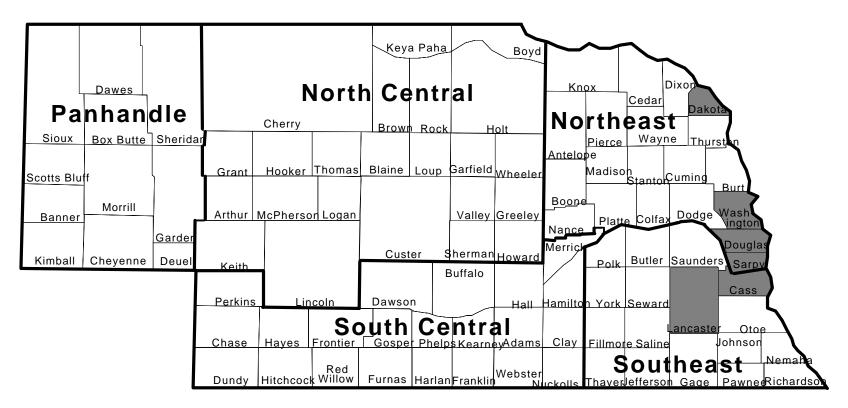
This is evident when examining satisfaction levels with some community services and amenities by community size. Those living in the smaller communities were more likely than those living in larger communities to be dissatisfied with entertainment, retail shopping, restaurants, and law enforcement. However, it was interesting that those living in the smaller communities were more likely to be satisfied with their city/village government.

Overall, when examining satisfaction levels with various services and amenities, people were most dissatisfied with entertainment, retail shopping, and restaurants. The services people were most satisfied with included parks and recreation, library services, education (K - 12), and basic medical care.

Most rural Nebraskans are planning to stay in their current community. The proportion planning to move in the next year (4%) remained stable when compared to last year's data. However, over one-half of those planning to move said they were going to leave the state. This is a considerable increase from last year when the majority of those planning to move indicated they were going to stay in Nebraska.

Thus, communities must work to enhance the social attributes that people are satisfied with and improve their services and amenities so they meet the needs of current residents. By doing so, perhaps they can stabilize their population base.

# Appendix Figure 1. Regions of Nebraska



Metro

Metropolitan counties (not surveyed)

Appendix Table 1. Demographic Profile of Rural Poll Respondents Compared to 1990 Census

	1999	1998	1997	1996	1990
	Poll	Poll	Poll	Poll	Census
Age: 1					
20 - 39	21%	25%	24%	22%	38%
40 - 64	52%	55%	48%	49%	36%
65 and over	28%	20%	28%	29%	26%
Gender: <sup>2</sup>					
Female	31%	58%	28%	27%	49%
Male	69%	42%	72%	73%	51%
<b>Education:</b> <sup>3</sup>					
Less than 9 <sup>th</sup> grade	3%	2%	5%	3%	10%
9 <sup>th</sup> to 12 <sup>th</sup> grade (no diploma)	5%	3%	5%	5%	12%
High school diploma (or equivalent)	36%	33%	34%	34%	38%
Some college, no degree	25%	27%	25%	26%	21%
Associate degree	9%	10%	8%	7%	7%
Bachelors degree	15%	16%	14%	14%	9%
Graduate or professional degree	8%	9%	9%	10%	3%
Household income: 4					
Less than \$10,000	8%	3%	7%	8%	19%
\$10,000 - \$19,999	15%	10%	16%	17%	25%
\$20,000 - \$29,999	18%	17%	19%	19%	21%
\$30,000 - \$39,999	18%	20%	18%	18%	15%
\$40,000 - \$49,999	15%	18%	14%	15%	9%
\$50,000 - \$59,999	9%	12%	10%	9%	5%
\$60,000 - \$74,999	8%	10%	7%	7%	3%
\$75,000 or more	10%	10%	8%	7%	3%
Marital Status: 5					
Married	76%	95%	73%	75%	64%
Never married	7%	0.4%	8%	7%	20%
Divorced/separated	8%	1%	9%	8%	7%
Widowed/widower	10%	3%	10%	10%	10%

<sup>&</sup>lt;sup>1</sup> 1990 Census universe is non-metro population 20 years of age and over.

<sup>&</sup>lt;sup>2</sup> 1990 Census universe is total non-metro population.

<sup>&</sup>lt;sup>3</sup> 1990 Census universe is non-metro population 18 years of age and over.

<sup>&</sup>lt;sup>4</sup> 1990 Census universe is all non-metro households.

<sup>&</sup>lt;sup>5</sup> 1990 Census universe is non-metro population 15 years of age and over.

Communities across the nation are undergoing change. When

		out this past year, would		
	•	nmunity has changed fo		C: : C:
	<u>Better</u>	<u>Same</u>	<u>Worse</u>	<u>Significance</u>
		Percentages		
<u>Community Size</u>		(n = 2830)		
Less than 100	14	60	26	
100 - 499	22	57	21	
500 - 999	27	55	18	
1,000 - 4,999	29	51	19	$\chi^2 = 47.26$
5,000 - 9,999	34	48	18	(.000)
10,000 and up	38	45	17	
Region		(n = 2885)		
Panhandle	31	55	15	
North Central	25	54	21	
South Central	29	52	20	$\chi^2 = 14.36$
Northeast	24	53	22	(.073)
Southeast	30	52	18	,
<b>Individual Attributes:</b>				
Income Level		(n = 2633)		
Under \$10,000	23	55	22	
\$10,000 - \$19,999	25	56	20	
\$20,000 - \$29,999	27	56	18	
\$30,000 - \$39,999	24	54	22	
\$40,000 - \$49,999	27	56	18	
\$50,000 - \$59,999	32	48	20	$\chi^2 = 33.70$
\$60,000 - \$74,999	34	47	19	(.002)
\$75,000 and over	39	44	17	(,
Age		(n = 2852)		
19 - 29	31	54	15	

20

21

20

18

20

17

20

16

19

18

 $\chi^2 = 8.26$ 

(.409)

 $\chi^2 = 6.27$ 

(.043)

 $\chi^2=3.29$ 

(.771)

49

54

53

54

53

52

53

54

51

53

(n = 2858)

(n = 2869)

31

25

27

28

26

30

27

30

30

29

30 - 39

40 - 49

50 - 64

Male

Female

Married

Widowed

Never married

Divorced/separated

65 and older

Gender

Marital Status

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

	My com	munny nas changea jo	i iie	
	<u>Better</u>	<u>Same</u>	<u>Worse</u>	<u>Significance</u>
Education		(n = 2819)		
Less than 9 <sup>th</sup> grade	26	56	19	
9 <sup>th</sup> to 12 <sup>th</sup> grade	31	53	17	
H.S. diploma	26	55	19	
Some college	28	50	22	
Associate degree	23	61	16	$\chi^2 = 24.78$
Bachelors degree	30	48	22	(.016)
Grad/prof degree	36	48	16	
Occupation		(n = 2008)		
Professional/tech/admin.	35	50	16	
Admin. support	30	50	20	
Sales	29	50	21	
Service	27	56	17	
Farming/ranching	20	52	28	
Skilled laborer	29	54	17	$\chi^2 = 49.90$
Manual laborer	24	57	19	(.000)
Other	22	61	17	

Appendix Table 3. Measures of Community Attributes in Relation to Community Size, Region and Individual Attributes, 1999.

	Му сот	munity is			Му сотп	nunity is		M	My community is			
			Chi-				Chi-				Chi-	
	No		square		No		square		No		square	
<u>Friendly</u>	<u>opinio</u> n	<u>Unfriendly</u>	<u>(sig.)</u>	<u>Trusting</u>	<u>opinion</u>	<u>Distrusting</u>	<u>(sig.)</u>	<u>Supportive</u>	<u>opinion</u>	<u>Hostile</u>	<u>(sig.)</u>	
					Percentage	es						
								,	,			
							$\chi^2 =$				$\chi^2 =$	
											23.38	
67	21	12	(.007)	57	27	16	(.001)	58	29	14	(.009)	
	(n = 2822)				(n = 2741)	)		(r	n = 2739			
74	14	,		68	17			64	,	14		
79	13			70	18			71	15	14		
72	16		$\chi^2 =$	64	22		$\chi^2 =$	63	23	14	$\chi^2 =$	
73	15			65	18			65	22	13	11.96	
72	17	11	(.202)	65	20	14	(.186)	65	21	14	(.153)	
	(n = 2588)	5)			(n = 2527)	)		(r	n = 2525			
77	14	10		70	13	18		73	15	12		
72	16	12		66	19	15		67	18	15		
71	15	14		64	20	16		62	23	15		
74	17	9		66	19	15		63	22	14		
74	13	14		63	22	16		63	23	14		
70	19	11	$\chi^2 =$	65	26	10	$\chi^2 =$	65	22	13	$\chi^2 =$	
79	15	6		70	18	12		64	24	12	15.98	
78	14	8	(.041)	69	17	14	(.106)	70	19	11	(.315)	
	(n = 2793)	)			(n = 2719)	)		(r	n = 2717			
73				61				· ·		14		
76									21			
			$\mathbf{\gamma}^2 =$				$\mathbf{y}^2 =$				$\chi^2 =$	
70	18	12	12.34	63	21	16	12.28	63	22	15	29.03	
										1 )		
	76 75 78 72 70 67 74 79 72 73 72 71 74 74 70 79 78	No opinion  (n = 2774  76	FriendlyopinionUnfriendly761687516978121172151370161567211274141279138721612731513721711151474179741314741797413147019117915678148(n = 2793)1315761410721612	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	

		My com	nunity is			My community is				My community is			
	<u>Friendly</u>	No <u>opinio</u> n	<u>Unfriendly</u>	Chi- square <u>(sig.)</u>	<u>Trusting</u>	No <u>opinion</u>	<u>Distrusting</u>	Chi- square <u>(sig.)</u>	<u>Supportive</u>	No <u>opinion</u>	<u>Hostile</u>	Chi- square <u>(sig.)</u>	
Gender													
Male	74	15	11	3.01	66	19	15	1.85	64	22	14	1.45	
Female	71	17	11	(.222)	65	21	14	(.397)	66	21	13	(.483)	
Marital Status		(n = 2808)	)			(n = 2731)	)		(1	n = 2729			
Married	74	15	11		66	19	15		65	21	14		
Never married	75	13	13	$\chi^2 =$	65	19	16	$\chi^2 =$	60	25	14	$\chi^2 =$	
Divorced/separated	66	20	14	9.80	56	26	18	12.20	58	24	18	17.59	
Widowed	76	15	8	(.133)	70	16	13	(.058)	75	16	9	(.007)	
Education		(n = 2767)	)			(n = 2695)	)		(1	n = 2693			
Less than 9 <sup>th</sup> grade	66	19	15		62	18	20		73	19	8		
9 <sup>th</sup> to 12 <sup>th</sup> grade	72	18	10		65	13	23		63	17	20		
H.S. diploma	72	17	11		65	22	13		65	22	13		
Some college	74	15	12		64	20	16		63	20	17		
Associate degree	71	17	11	$\chi^2 =$	66	18	16	$\chi^2 =$	66	21	14	$\chi^2 =$	
Bachelors degree	78	13	9	11.31	71	17	13	20.58	69	22	9	20.23	
Grad/prof degree	74	14	12	(.503)	66	19	15	(.057)	64	22	14	(.063)	
Occupation		(n = 1999	)			(n = 1975)	)		(1	n = 1972			
Prof/tech/admin.	74	13	13		66	19	15		64	22	14		
Admin. support	67	23	10		66	18	16		64	24	12		
Sales	75	16	8		59	25	16		61	26	13		
Service	77	11	12		66	16	18		64	21	15		
Farming/ranching	80	12	8		71	18	11		68	20	13		
Skilled laborer	66	22	12	$\chi^2 =$	58	26	16	$\chi^2 =$	57	28	15	$\chi^2 =$	
Manual laborer	70	15	14	33.62	63	20	17	23.62	59	20	21	15.54	
Other	74	18	8	(.002)	69	21	10	(.051)	68	20	12	(.342)	

Appendix Table 4. Level of Satisfaction with Community Services and Amenities, 1999

Service/Amenity	Dissatisfied*	No opinion	Satisfied*
		Percentages	
Entertainment	43	23	35
Retail shopping	39	12	50
Restaurants	34	10	57
Streets	29	8	63
County government	29	17	54
City/village government	28	20	52
Law enforcement	28	10	63
Rail service	28	60	12
Bus service	27	62	11
Air service	26	55	18
Housing	21	16	63
Highways and bridges	21	11	68
Taxi service	20	72	8
Basic medical care services	18	11	71
Mental health services	15	55	30
Education (K - 12)	14	14	72
Solid waste disposal	14	25	61
Parks and recreation	14	11	75
Day care services	11	43	45
Nursing home care	11	27	62
Library services	10	17	73
Sewage disposal	8	28	65
Water disposal	8	30	62
Head start programs	8	54	38
Senior centers	8	28	65

<sup>\*</sup> Dissatisfied represents the combined percentage of "very dissatisfied" or "somewhat dissatisfied" responses. Similarly, satisfied is the combination of "very satisfied" and "somewhat satisfied" responses.

Appendix Table 5. Measures of Satisfaction with Ten Services and Amenities in Relation to Community Size, Region and Individual Attributes, 1999

		Entertainme	ent		Retail shoppi	ng		Restaurant	's		Streets	
	Satisfied	No opinion	Dissatisfied	Satisfied	No opinion	Dissatisfied	Satisfied	No opinion	Dissatisfied	Satisfied	No opinion	Dissatisfie
						Percen	tages					
Community Size		(n = 2780)			(n = 2786)			(n = 2845)			(n = 2848)	
Less than 500	36	28	36	47	16	36	58	12	30	57	11	32
500 - 4,999	31	23	47	47	12	42	54	9	37	67	6	27
5,000 and over	43	15	43	60	5	35	62	7	32	62	6	32
Chi-square (sig.)		$\chi^2 = 59.20 \; (.00)$			$\chi^2 = 59.98 \; (.00)$	00)		$\chi^2 = 24.23 \ (.00)$	00)	λ	$\chi^2 = 34.38 \; (.00)$	0)
Region		(n = 2826)			(n = 2835)			(n = 2898)			(n = 2899)	
Panhandle	31	18	51	51	7	43	55	5	39	63	11	26
North Central	37	26	38	48	13	39	61	9	30	66	9	26
South Central	38	22	40	56	11	33	58	9	33	64	6	30
Northeast	33	23	44	45	12	43	54	11	35	59	7	34
Southeast	32	25	44	49	12	39	56	11	33	64	8	28
Chi-square (sig.)		$\chi^2 = 20.17$ (.0	10)		$\chi^2 = 29.19 (.00)$	00)		$\chi^2 = 16.21 (.0)$	39)	2	$\chi^2 = 18.02 (.02)$	1)
Income Level		(n = 2600)			(n = 2604)			(n = 2654)		,	(n = 2655)	
Under \$20,000	36	31	33	51	16	33	62	12	25	58	14	29
\$20,000 - \$39,999	36	21	43	53	9	38	59	8	34	66	6	28
\$40,000 - \$59,999	35	18	48	47	11	42	52	9	39	63	6	31
\$60,000 and over	33	20	47	50	9	41	55	7	38	65	5	30
Chi-square (sig.)		$\chi^2 = 44.85 \ (.00)$			$\chi^2 = 26.75 (.00)$			$\chi^2 = 36.49 \ (.00)$			$\chi^2 = 41.55 \; (.00)$	
Age		(n = 2797)	*		(n = 2804)	-,		(n = 2867)	/	,	(n = 2867)	- /
19 - 39	31	16	54	46	12	43	50	10	40	60	8	33
40 - 64	34	21	45	49	11	41	55	9	35	62	7	31
65 and over	40	32	28	56	14	30	65	10	25	68	9	23
Chi-square (sig.)		$\chi^2 = 109.89 (.0)$		20	$\chi^2 = 30.08 (.00)$		0.5	$\chi^2 = 38.75 \; (.00)$			$\chi^2 = 20.19 (.00)$	
Gender		(n = 2800)			(n = 2807)	.0)		(n = 2871)	00)	/	(n = 2874)	
Male	36	23	41	53	12	35	59	10	31	64	(n = 2674) 8	28
Female	31	22	46	44	10	46	52	9	39	61	7	32
Chi-square (sig.)	31	$\chi^2 = 8.09 (.01)$			$\chi^2 = 28.82 (.00)$		32	$\chi^2 = 17.21 (.00)$			$\chi^2 = 3.67 \ (.160)$	
Marital Status		(n = 2810)			(n = 2817)	(0)		(n = 2882)	00)		(n = 2884)	3)
Married	25	23		<i>5</i> 1	11	38	57	(II = 2002) 9	34	63	7	30
	35 30		43	51							•	
Never married		21 22	49 51	46	13	42	51 53	11	38	61	10 7	29 31
Divorced/separated	27	22 29	51 30	45 51	10 14	45 25		12 12	35 28	62	•	28
Widowed	41	$\chi^2 = 27.83 \; (.00)$		31	$\chi^2 = 7.99 \ (.239)$	35	60	$\chi^2 = 11.38 (.0)$		61	$\chi^2 = 6.35 \; (.385)$	
Chi-square (sig.)		,,	00)		,,	9)		, ,	11)		•	3)
Education	25	(n = 2763)	2.5	~ 4	(n = 2774)	22		(n = 2832)	25		(n = 2833)	20
High school or less	37	27	36	54	13	33	63	10	27	63	9	29
Some college	34	20	46	47	11	42	52	9	39	62	8	31
College grad	31	18	50	48	10	43	51	9	40	65	5	30
Chi-square (sig.)		$\chi^2 = 43.61 \; (.00)$			$\chi^2 = 26.76 \; (.00)$	00)		$\chi^2 = 50.05 \ (.00)$			$\chi^2 = 6.98 \; (.13)$	7)
Occupation		(n = 2000)			(n = 2007)			(n = 2030)			(n = 2018)	
Prof/tech/admin.	31	18	51	43	9	48	46	10	45	63	4	33
Farming/ranching	40	23	38	56	12	33	61	10	29	63	12	25
Laborer	32	24	43	50	13	37	60	9	31	57	7	36
Other	31	18	51	49	11	40	55	8	37	62	7	31
Chi-square (sig.)		$\chi^2 = 29.59 (.00)$	00)		$\chi^2 = 29.57 (.00)$	00)		$\chi^2 = 37.85 (.00)$	00)		$\chi^2 = 33.50 \; (.00)$	0)

	(	County governi			y/village governn			Law enforcem			Rail service	
	Satisfied	No opinion	Dissatisfied	Satisfied	No opinion I	Dissatisfied	Satisfied	No opinion	Dissatisfied	Satisfied	No opinion	Dissatisfie
						Percen	tages					
Community Size		(n = 2843)			(n = 2858)			(n = 2833)			(n = 2676)	
Less than 500	55	15	30	55	19	26	56	12	32	9	65	27
500 - 4,999	56	17	27	53	20	27	64	8	28	12	60	28
5,000 and over	51	18	31	47	22	32	72	9	19	16	54	31
Chi-square (sig.)		$\chi^2 = 6.52 \ (.164)$	4)		$\chi^2 = 10.38 \; (.035)$			$\chi^2 = 43.65 \ (.00)$	00)	2	$\chi^2 = 20.81 \ (.00$	0)
Region		(n = 2892)			(n = 2908)			(n = 2885)			(n = 2708)	
Panhandle	50	15	35	48	22	31	65	10	25	10	49	40
North Central	59	13	28	55	20	25	62	9	30	8	60	32
South Central	55	17	28	52	19	29	63	10	27	17	53	29
Northeast	52	19	28	52	20	28	64	9	26	10	69	22
Southeast	55	18	27	52	21	27	62	9	29	10	65	26
Chi-square (sig.)		$\chi^2 = 15.04 \ (.05)$	58)		$\chi^2 = 6.15 (.631)$			$\chi^2 = 3.33 (.91)$	2)	2	$\chi^2 = 77.83 \; (.00)$	0)
Income Level		(n = 2657)			(n = 2668)			(n = 2641)			(n = 2500)	
Under \$20,000	57	18	25	53	24	22	60	10	30	12	59	29
\$20,000 - \$39,999	57	16	27	53	18	29	63	9	28	11	63	26
\$40,000 - \$59,999	54	16	29	54	19	27	64	10	26	11	61	28
\$60,000 and over	52	15	33	52	18	30	64	10	26	13	56	31
Chi-square (sig.)		$\chi^2 = 10.00  (.12)$	25)		$\chi^2 = 18.88 \; (.004)$			$\chi^2 = 3.74 (.71)$	2)		$\chi^2 = 6.81 \ (.339)$	9)
Age		(n = 2862)	,		(n = 2877)			(n = 2851)	,		(n = 2682)	,
19 - 39	43	25	32	45	25	31	60	10	30	10	71	20
40 - 64	53	16	32	50	20	30	62	10	29	11	60	29
65 and over	68	13	20	62	17	21	67	9	24	15	51	34
Chi-square (sig.)		$\chi^2 = 100.39 (.00)$		٥ <b>-</b>	$\chi^2 = 51.58  (.000)$		0,	$\chi^2 = 9.92 (.04)$			$\chi^2 = 50.52 \; (.00)$	
Gender		(n = 2865)	/		(n = 2881)			(n = 2857)	_,	,	(n = 2685)	-,
Male	54	16	31	52	20	28	63	10	27	13	58	29
Female	55	20	25	54	20	26	62	8	29	10	65	26
Chi-square (sig.)	33	$\chi^2 = 14.62 (.00)$		51	$\chi^2 = 1.57 \; (.457)$	20	02	$\chi^2 = 3.86  (.14)$			$\chi^2 = 11.08  (.00)$	
Marital Status		(n = 2875)	,1)		(n = 2892)			(n = 2867)	5)	,	(n = 2695)	• • • •
Married	55	15	30	52	19	29	63	10	27	11	(n = 2000)	28
Never married	44	24	33	46	22	33	59	10	31	11	63	26
Divorced/separated	45	25	30	48	26	26	60	11	29	13	61	26
Widowed	64	22	15	63	21	20 17	66	9	26	15	53	33
Chi-square (sig.)	04	$\chi^2 = 56.44 (.00)$		03	$\chi^2 = 28.66  (.000)$		00	$\chi^2 = 2.76 (.83)$			$\chi^2 = 7.46 \; (.280)$	
Education		(n = 2828)	<i>(</i> 0)		(n = 2842)			(n = 2819)	))		(n = 2655)	3)
	50	,	26	<i>5</i> 1	,	25	6.1	` /	26	1.4	,	2.4
High school or less	59 50	16	26	54	21	25	64	10	26	14	62	24
Some college	50	18	32	48	21	31	60	10	30	10	62 5 -	29
College grad	55	17	29	55	18	28	65	9	27	11	56	33
Chi-square (sig.) Occupation		$\chi^2 = 15.23 (.00)$ (n = 2030)	) <b>4</b> )		$\chi^2 = 16.40 (.003)$ $(n = 2028)$			$\chi^2 = 5.22 \ (.26)$ $(n = 2017)$	5)	)	$\chi^2 = 22.26 \; (.00)$ $(n = 1937)$	00)
Prof/tech/admin.	51	19	30	53	18	29	62	9	29	9	60	30
Farming/ranching	54	12	34	48	27	25	64	9	27	13	56	31
Laborer	49	20	30	48	16	35	59	11	30	13	68	19
Other	53	17	31	50	20	30	63	9	28	11	65	25
Chi-square (sig.)	-	$\chi^2 = 15.53 \ (.01)$		-	$\chi^2 = 26.78 \; (.000)$			$\chi^2 = 3.46 (.74)$			$\chi^2 = 24.27 (.00)$	

Page 21 \* Only the ten services with the highest combined percentage of very or somewhat dissatisfied are included in this table.

		Bus service			Air service	
	Satisfied	No opinion	Dissatisfied	Satisfied	No opinion	Dissatisfied
			Perc	entages		
Community Size		(n = 2680)			(n = 2688)	
Less than 500	10	66	24	13	65	22
500 - 4,999	10	63	28	18	58	24
5,000 and over	15	54	31	27	35	38
Chi-square (sig.)		$\chi^2 = 25.31 \; (.000)$	)		$\chi^2 = 129.15 \; (.000)$	)
Region		(n = 2717)			(n = 2726)	
Panhandle	14	46	40	20	36	45
North Central	9	61	31	16	57	27
South Central	13	58	29	20	46	34
Northeast	10	67	23	17	63	20
Southeast	9	67	23	19	66	16
Chi-square (sig.)		$\chi^2 = 53.81 \ (.000)$	)		$\chi^2 = 141.74 \ (.000)$	)
Income Level		(n = 2502)			(n = 2513)	
Under \$20,000	12	60	27	16	60	24
\$20,000 - \$39,999	11	63	26	18	58	25
\$40,000 - \$59,999	11	63	26	19	55	27
\$60,000 and over	10	59	31	22	43	36
Chi-square (sig.)		$\chi^2 = 4.78 \; (.573)$			$\chi^2 = 37.36 \; (.000)$	)
Age		(n = 2692)			(n = 2700)	
19 - 39	8	75	17	16	63	22
40 - 64	11	62	27	18	54	28
65 and over	13	50	36	22	52	26
Chi-square (sig.)		$\chi^2 = 81.40 \; (.000)$			$\chi^2 = 22.87 \; (.000)$	
Gender		(n = 2694)			(n = 2703)	
Male	11	62	27	19	55	26
Female	11	61	28	17	57	26
Chi-square (sig.)	11	$\chi^2 = 0.37 \; (.832)$	20	1,	$\chi^2 = 2.32 \; (.314)$	20
Marital Status		(n = 2703)			(n = 2712)	
Married	11	63	27	19	55	26
Never married	11	62	27	16	54	30
Divorced/separated	12	61	26	17	56	27
Widowed	14	53	34	19	55	26
Chi-square (sig.)	17	$\chi^2 = 9.80  (.133)$	34	1)	$\chi^2 = 2.17 \ (.903)$	20
Education		(n = 2659)			(n = 2669)	
High school or less	14	62	24	20	60	20
Some college	8	63	28	17	55	29
_						
College grad	9	60	31	19	47	34
Chi-square (sig.)		$\chi^2 = 25.14 (.000)$	1		$\chi^2 = 47.14 \; (.000)$	1
Occupation	0	(n = 1936)	20	4.0	(n = 1953)	22
Prof/tech/admin.	8	64	28	19	48	33
Farming/ranching	12	63	25	18	57	25
Laborer	13	68	19	16	66	17
Other	9	64	27	16	54	30
Chi-square (sig.)		$\chi^2 = 17.54 \; (.007)$			$\chi^2 = 40.07 \; (.000)$	

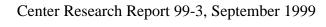
Page 22 \* Only the ten services with the highest combined percentage of very or somewhat dissatisfied are included in this table.

	Do yo		to leave your				_	_
	in the next year?				If yes, where do you plan to move?			
	Yes	No	Uncertain	Chi-square (sig.)	Lincoln/Omaha metro areas	Some other place in NE	Some place other than Nebraska	Chi-square (sig.)
			0.5.5		Percentages			
Community Size	_	(n=2)			20*	(n = 97)	<b>60</b> *	
Less than 100 100 - 499	5 3	86 89	9		20* 12	20* 50	60* 39	
500 - 999	3 4	89 90	8 6		0	50 44	39 57	
1,000 - 4,999	3	90 88	9		10	30	60	
5,000 - 9,999	4	86	10	$\chi^2 = 10.98$	0*	50*	50*	$\chi^2 = 13.79$
10,000 and up	5	85	10	(.359)	27	13	60	$\chi = 13.79$ (.183)
•				,				,
Region	_	(n=2)	•		_	(n = 98)	<b>.</b> .	
Panhandle	6	86	8		6	38	56	
North Central	3	91	6		18	55	27	
South Central	4	87	9		9	33	58	
Northeast	3	88	8	$\chi^2 = 8.45$	6	22	72	$\chi^2 = 8.81$
Southeast	3	88	9	(.391)	15	50	35	(.359)
<u>Individual</u> Attributes:								
Income Level		(n=2)	659)			(n = 93)		
Under \$10,000	4	88	8		44*	11*	44*	
\$10,000 - \$19,999	4	86	10		7	21	71	
\$20,000 - \$29,999	3	87	10		0	69	31	
\$30,000 - \$39,999	3	87	10		15	39	46	
\$40,000 - \$49,999	3	91	6		18	46	36	
\$50,000 - \$59,999	5	87	8		8	42	50	
\$60,000 - \$74,999	4	90	5	$\chi^2 = 17.85$	0*	33*	67*	$\chi^2 = 23.82$
\$75,000 and over	5	90	5	(.214)	0	42	58	(.048)
Age		(n = 2	875)			(n = 98)		
19 - 29	11	70	20		31	46	23	
30 - 39	5	85	11		10	30	60	
40 - 49	5	85	10		12	33	55	
50 - 64	2	91	7	$\chi^2 = 85.98$	0	50	50	$\chi^2 = 13.50$
65 and older	2	93	5	(.000)	0	31	69	(.096)
						( 00)		
Gender		(n=2)		2		(n = 98)		
Male	3	88	9	$\chi^2 = 6.41$	12	41	47	$\chi^2 = 2.45$
Female	5	88	7	(.041)	8	30	63	(.293)
Marital Status	(n = 2892)				(n = 99)			
Married	3	90	7		8	39	54	
Never married	8	71	21		29	36	36	
Divorced/separated	4	82	14	$\chi^2 = 74.90$	9	36	55	$\chi^{2} = 7.36$
Widowed	3	92	6	(.000)	0*	29*	71*	(.289)

## Do you plan to leave your community in the next year?

#### If yes, where do you plan to move?

	Yes	No	Uncertain	Chi-square (sig.)	Lincoln/Omaha metro areas	Some other place in NE	Some place other than Nebraska	Chi-square (sig.)
Education	(n = 2842)					(n = 95)		
Less than 9th grade	2	96	2		0*	50*	50*	
9 <sup>th</sup> to 12 <sup>th</sup> grade	3	91	6		0*	0*	100*	
H.S. diploma	2	91	7		17	28	56	
Some college	5	87	8		6	50	44	
Associate degree	3	88	9		13*	25*	63*	
Bachelors degree	6	82	12	$\chi^2 = 39.59$	16	36	48	$\chi^2 = 9.26$
Grad/prof degree	3	86	11	(.000)	0*	29*	71*	(.681)
Occupation	(n = 2027)					(n = 71)		
Prof/tech/admin.	5	84	11		14	36	50	
Admin. support	5	85	10		0*	0*	100*	
Sales	2	86	12		0*	67*	33*	
Service	6	85	9		17	25	58	
Farming/ranching	2	94	4		0*	44*	56*	
Skilled laborer	3	87	10		25*	50*	25*	
Manual laborer	6	88	7	$\chi^2 = 41.20$	0*	67*	33*	$\chi^2 = 13.96$
Other	2	92	6	(.000)	0*	100*	0*	(.453)





It is the policy of the University of Nebraska-Lincoln not to discriminate on the basis of sex, age, disability, race, color, religion, marital status, veteran's status, national or ethnic origin, or sexual orientation.