NEBRASKA RURAL POLL

A Research Report

Community and Individual Well-Being in Nonmetropolitan Nebraska

2013 Nebraska Rural Poll Results

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Executive Summary

Following record levels of farm income in Nebraska in 2011, those levels only dropped slightly in 2012 even though the state experienced one of the worst droughts in 50 years. And, historically Nebraska's per capita income has been below the national average. However, in 2012 the Bureau of Economic Analysis estimates show the state's per capita income was higher than the national average. Given the challenges and uncertainties of recent years, how do rural Nebraskans feel about their community? Are they satisfied with the services provided by their community? Are they planning to move from their community in the next year? How do rural Nebraskans believe they are doing and how do they view their future? How satisfied are they with various items that influence their well-being? Have these views changed over the past eighteen years? This paper provides a detailed analysis of these questions.

This report details 2,317 responses to the 2013 Nebraska Rural Poll, the eighteenth annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their community and wellbeing. Trends for some of the questions are examined by comparing data from the seventeen 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.***
  - ✓ *Many rural Nebraskans rate their community favorably on its social dimensions.* Many rural Nebraskans rate their communities as friendly (75%), trusting (64%) and supportive (67%).
  - ✓ *Over one-half of rural Nebraskans say it would be difficult to leave their community.* Fifty-five percent say it would be difficult for their household to leave their community. One in three (30%) indicate it would be easy for their household to leave their community and 16 percent gave a neutral response.
  - ✓ *Most rural Nebraskans disagree that their community is powerless to control its future.* Over one-half (58%) of rural Nebraskans strongly disagree or disagree that their community is powerless to control its own future.

- ***Residents of smaller communities are more likely than residents of larger communities to rate their community favorably on its social dimensions.*** Persons living in or near smaller communities are more likely than persons living in or near larger communities to rate their community as trusting and supportive. Seventy-four percent of persons living in or near communities with populations ranging from 500 to 999 say their community is trusting, compared to 58 percent of persons living in or near communities with populations of 10,000 or more.

- ***Residents of larger communities are more likely than residents of smaller communities to say their community has changed for the better during the past year and will be a better 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 say their community has changed for the better during the past year.* Approximately 35 percent of persons living in or near communities with

populations of 5,000 or more say their community has changed for the better during the past year, compared to 22 percent of persons living in or near communities with less than 500 people.

- ✓ *Persons living in or near larger communities are more likely than persons living in or near smaller communities to say their community will be a better place to live ten years from now.* Just under one-third (31%) of persons living in or near communities with populations ranging from 5,000 to 9,999 believe their community will be a better place to live ten years from now, compared to 10 percent of persons living in or near communities with less than 500 people.

- ***Except for a few services that are largely unavailable in rural communities, rural Nebraskans are generally satisfied with basic community services and amenities.*** At least two-thirds of rural Nebraskans are satisfied with the following services or amenities: fire protection (86%), parks and recreation (76%), library services (71%), religious organizations (71%), education (K-12) (68%) and sewage/waste disposal (67%). On the other hand, at least one-third of rural Nebraskans are dissatisfied with the entertainment, retail shopping, restaurants, streets and roads, arts/cultural activities, and local government in their community.

- ***Rural Nebraskans are less positive about their current situation compared to last year.*** Just over four in ten (42%) rural Nebraskans believe they are better off than they were five years ago, compared to 51 percent last year. The proportion of rural Nebraskans who believe they are worse off than they were five years ago increased from 21 percent last year to 26 percent this year.

- ***Rural Nebraskans' outlook on their future is much more negative this year compared to last year.*** The proportion of rural Nebraskans that believe they will be better off ten years from now declined sharply from 45 percent last year to 34 percent this year (the lowest of all 18 years of the study). The proportion of respondents stating they will be worse off ten years from now increased sharply from 20 percent last year to 32 percent this year (the highest of all 18 years).

- ***Most rural Nebraskans disagree that people are powerless to control their own lives.*** The proportion that either strongly disagree or disagree that people are powerless to control their own lives decreased from 56 percent last year to 51 percent this year. The proportion that strongly agree or agree with the statement increased from 25 percent last year to 31 percent this year.

- ***Following trends in previous years, rural Nebraskans are most satisfied with their marriage, family, friends, religion/spirituality and the outdoors. They continue to be less satisfied with job opportunities, current income level and financial security during retirement.*** Satisfaction with greenery and open space sharply decreased this year as compared to last year. Seventy-four percent of rural Nebraskans are satisfied with greenery and open space this year, compared to 84 percent last year.

- ***Persons with the highest household incomes are more likely than persons with lower incomes to feel they are better off compared to five years ago, are better off compared to their parents when they were their age, and will be better off ten years from now.*** For example, 56 percent of respondents with household incomes of $60,000 or more think they are much better off or better off than they were five years ago. However, only 18 percent of persons with household incomes under $20,000 believe they are much better off or better off than they were five years ago. And, 44

percent of persons with household incomes over $60,000 think they will be much better off or better off ten years from now, compared to 27 percent of persons with household incomes under $40,000.

- ***Persons with lower education levels are more likely than persons with more education to believe that people are powerless to control their own lives.*** Forty-two percent of persons with a high school diploma or less education agree that people are powerless to control their own lives. However, only 22 percent of persons with at least a four-year college degree share this opinion.

Introduction

Following record levels of farm income in Nebraska in 2011, those levels only dropped slightly in 2012 even though the state experienced one of the worst droughts in 50 years. And, historically Nebraska's per capita income has been below the national average. However, in 2012 the Bureau of Economic Analysis estimates show the state's per capita income was higher than the national average. Given the challenges and uncertainties of recent years, how do rural Nebraskans feel about their community? Are they satisfied with the services provided by their community? Are they planning to move from their community in the next year? How do rural Nebraskans believe they are doing and how do they view their future? How satisfied are they with various items that influence their well-being? Have these views changed over the past eighteen years? This paper provides a detailed analysis of these questions.

This report details 2,317 responses to the 2013 Nebraska Rural Poll, the eighteenth annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their community and well-being.

Methodology and Respondent Profile

This study is based on 2,317 responses from Nebraskans living in the 84 non-metropolitan counties in the state.[1] A self-administered questionnaire was mailed in March and April to 6,320 randomly selected households.

1 In the spring of 2013, the Grand Island area (Hall, Hamilton, Howard and Merrick Counties) was designated a metropolitan area. The mailing list for this survey was already purchased prior to this designation so those four counties were included in our sample and in the data presented here.

Metropolitan counties not included in the sample were Cass, Dakota, Dixon, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington. The 14-page questionnaire included questions pertaining to well-being, community, health care, water, climate and taxes. This paper reports only results from the community and wellbeing sections.

A 37% response rate was achieved using the total design method (Dillman, 1978). The sequence of steps used follow:

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.

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 2010 U.S. Census and the 2007 - 2011 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 in 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 useful insights into opinions of rural Nebraskans on the various issues presented in this report. The margin of error for this study is plus or minus two 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 (using U.S. Census figures from 2010).

The average age of respondents is 51 years. Seventy percent are married (Appendix Table 1) and 68 percent live within the city limits of a town or village. On average, respondents have lived in Nebraska 43 years and have lived in their current community 28 years. Fifty-two percent are living in or near towns or villages with populations less than 5,000. Ninety-six percent have attained at least a high school diploma.

Thirty-five percent of the respondents report their 2012 approximate household income from all sources, before taxes, as below $40,000. Fifty percent report incomes over $50,000.

Seventy-four percent were employed in 2012 on a full-time, part-time, or seasonal basis. Eighteen percent are retired. Twenty-nine percent of those employed reported working in a management, professional, or education occupation. Fifteen percent indicated they were employed in agriculture.

Trends in Community Ratings (1996 - 2013)

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

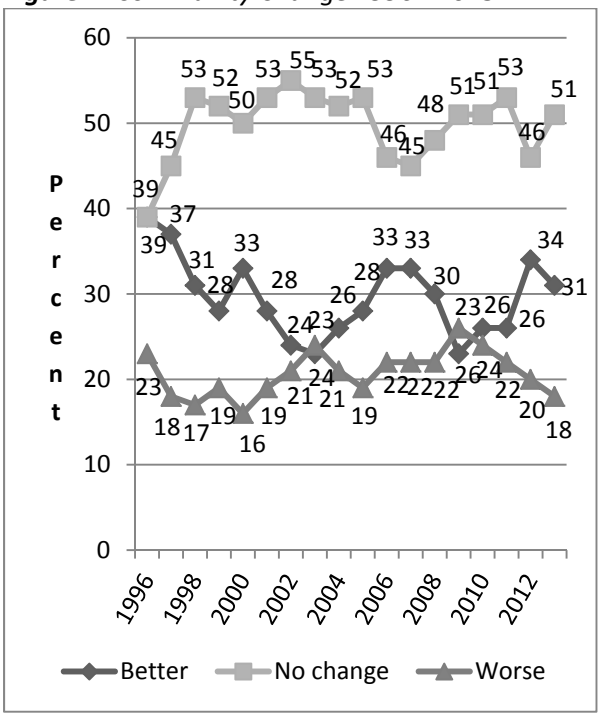
Community Change

To examine respondents' perceptions of how their community has changed, they were asked the 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 eighteen 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 are more likely to say their community has remained the same as compared to last year. The proportion of rural Nebraskans that say their community didn't change during the past year increased from last year (Figure 1). The proportion saying their community has stayed the same first increased from 1996 to 1998. It then remained fairly steady during the following eight years but

Figure 1. *Community Change 1996 - 2013*



declined in both 2006 and 2007. Then it steadily increased to 53 percent in 2011. However, the proportion dropped to 46 percent last year before increasing again to 51 percent this year.

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 both 2006 and 2007. It then declined to 23 percent in 2009 (the lowest proportion of all eighteen years, also occurring in 2003). However, the proportion viewing positive change in their community increased slightly to 26 percent in 2011, then increased sharply to 34 percent last year before declining slightly to 31 percent this year.

The proportion saying their community has changed for the worse has remained fairly steady across all eighteen years, but increased from 22 percent in 2008 to 26 percent in 2009 (the highest proportion in all years of this study). Since then, however, it has steadily decreased to 18 percent this year.

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 who view their community as friendly has remained fairly steady over the eighteen year period, ranging from 69 to 75 percent. The proportion of respondents who view their community as trusting has also remained fairly steady, ranging from 59 to 66 percent.

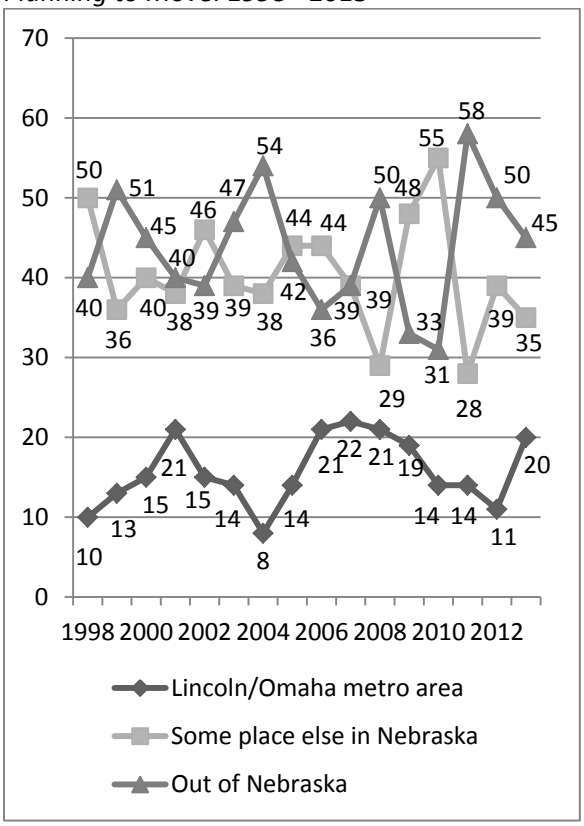
A similar pattern emerged when examining the proportion of respondents who rated their community as supportive. The proportions rating their community as supportive have ranged from 60 percent to 67 percent over the eighteen year period.

Plans to Leave the Community

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 sixteen years, ranging from 3 percent to 6 percent.

The expected destination for the persons planning to move has changed over time (Figure 2). During the past two years, the proportion of expected movers planning to leave the state

Figure 2. *Expected Destination of Those Planning to Move: 1998 - 2013*



declined from 58 percent in 2011 (an all-time high) to 45 percent this year.

The proportion of expected movers planning to move to either the Omaha or Lincoln area increased sharply from 11 percent last year to 20 percent this year. And, the proportion of expected movers planning to move to other areas of rural Nebraska declined from 39 percent last year to 35 percent this year.

Satisfaction with Community Services and Amenities

Respondents were also asked how satisfied they are with various community services and amenities each year. They were asked this in all eighteen studies; however, in 1996 they were also asked about the availability of these services. Therefore, comparisons will only be made between the last seventeen studies, 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 or somewhat satisfied with the service each year. The rank ordering of these items has remained relatively stable over the seventeen years. However, the proportion of rural Nebraskans satisfied with many social services has declined across all seventeen years of the study. As an example, the proportion of rural Nebraskans satisfied with nursing home care has dropped from 63 percent in 1997 to 43 percent this year. In addition, satisfaction with entertainment services (entertainment, retail shopping and restaurants) have also generally declined over the past seventeen years. Satisfaction with retail shopping has declined from 53 percent in 1997 to 38 percent this year.

Two services added to the survey in 2006 have shown steady increases in their satisfaction levels during the past eight years - cellular phone service and Internet service. In 2006, 49 percent of rural Nebraskans were satisfied with their cellular phone service. That proportion increased to 65 percent this year. Satisfaction with Internet service has increased from 50 percent in 2006 to 59 percent this year.

The Community and Its Attributes in 2013

In this section, the 2013 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

The perceptions of the change occurring in their community by various demographic subgroups are examined (Appendix Table 2). Residents living in or near larger communities are more likely than persons living in or near smaller communities to say that their community has changed for the better. Approximately 35 percent of persons living in or near communities with populations of 5,000 or more believe their community has changed for the better, compared to 22 percent of persons living in or near communities with less than 500 people (Figure 3).

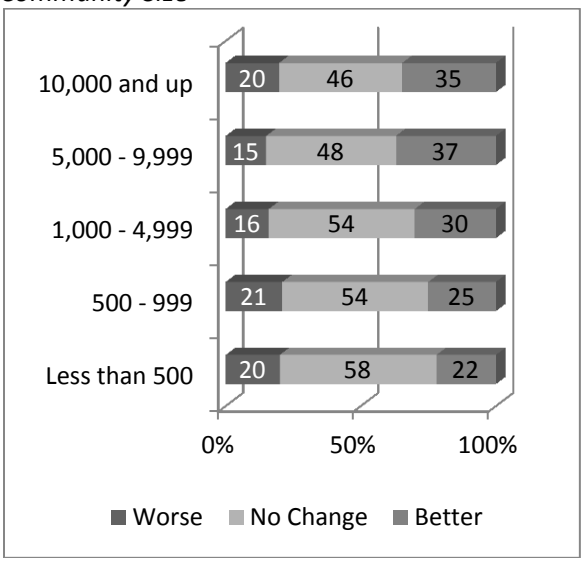
Persons living in both the South Central and North Central regions are more likely than persons living in other regions of the state to say their community has changed for the better

Table 1. *Proportion of Respondents Very or Somewhat Satisfied with Each Service, 1997 - 2013*

Service/Amenity	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Fire protection	✱	✱	✱	✱	✱	✱	✱	✱	✱	86	85	86	87	85	86	85	86
Parks/recreation	77	77	75	77	73	74	76	75	74	75	74	75	74	74	75	76	76
Library services	78	78	72	79	71	74	74	74	72	73	74	75	74	73	73	72	73
Religious org.	✱	✱	✱	✱	✱	✱	✱	✱	✱	72	72	73	71	71	70	72	71
Education (K-12)	71	74	72	73	69	69	69	68	68	68	68	70	68	68	68	68	68
Sewge/waste disp*	✱	✱	✱	✱	✱	✱	✱	✱	✱	66	66	67	66	65	65	64	67
Sewage disposal	68	63	63	63	61	66	64	67	63	✱	✱	✱	✱	✱	✱	✱	✱
Water disposal	66	61	60	61	60	64	62	65	62	✱	✱	✱	✱	✱	✱	✱	✱
Solid waste disp.	61	59	60	60	60	64	63	65	63	64	✱	✱	✱	✱	✱	✱	✱
Medical care svcs	73	73	70	72	71	69	71	71	71	71	63	66	67	67	67	68	66
Cell phone services	✱	✱	✱	✱	✱	✱	✱	✱	✱	49	54	58	61	60	64	63	65
Law enforcement	66	64	63	64	61	63	65	63	63	64	63	62	64	65	63	65	64
Internet service	✱	✱	✱	✱	✱	✱	✱	✱	✱	50	51	57	58	56	60	59	59
Comm recycling	✱	✱	✱	✱	✱	✱	✱	✱	✱	✱	50	48	52	54	54	54	58
Streets and roads*	✱	✱	✱	✱	✱	✱	✱	✱	✱	✱	55	49	51	47	48	49	53
Streets	✱	59	62	59	51	61	62	59	60	60	✱	✱	✱	✱	✱	✱	✱
Highway/bridge	✱	66	68	68	65	69	70	69	70	69	✱	✱	✱	✱	✱	✱	✱
Housing	61	63	62	56	57	62	60	61	60	61	59	59	61	59	59	57	52
Senior centers	66	65	62	59	58	62	61	58	59	55	48	47	47	47	48	47	48
Restaurants	59	57	56	55	53	51	54	56	54	54	50	45	47	47	48	48	46
Nursing home care	63	62	59	56	55	57	57	55	55	53	46	47	45	46	46	45	43
Local government*	✱	✱	✱	✱	✱	✱	✱	✱	✱	41	40	38	41	40	41	42	40
County govt.	48	53	53	49	49	47	51	48	47	✱	✱	✱	✱	✱	✱	✱	✱
City/village govt.	46	50	51	45	46	45	48	45	46	✱	✱	✱	✱	✱	✱	✱	✱
Retail shopping	53	48	49	47	47	45	45	49	47	45	41	39	40	41	37	39	38
Day care services	51	50	45	46	43	44	45	47	45	42	31	28	✱	✱	✱	✱	✱
Child day care svcs	✱	✱	✱	✱	✱	✱	✱	✱	✱	✱	✱	✱	32	34	35	35	32
Entertainment	38	35	34	33	33	32	33	36	32	34	30	26	29	32	30	30	31
Head start prgrms	44	41	37	40	39	38	40	41	39	37	29	26	28	29	27	27	27
Arts/cult activities	✱	✱	✱	✱	✱	✱	✱	✱	✱	✱	26	25	24	27	27	27	26
Mental health svcs	34	32	29	30	29	30	30	31	30	27	23	23	24	23	24	25	23
Adult day care svcs	✱	✱	✱	✱	✱	✱	✱	✱	✱	✱	✱	✱	22	21	22	21	21
Airport	✱	✱	✱	30	29	32	32	32	31	26	✱	✱	✱	✱	✱	✱	✱
Pub transportation svcs*	✱	✱	✱	✱	✱	✱	✱	✱	✱	✱	17	17	19	18	19	19	20
Airline service	✱	✱	✱	15	15	16	17	18	15	15	✱	✱	✱	✱	✱	✱	✱
Taxi service	11	9	8	9	10	10	11	12	12	11	✱	✱	✱	✱	✱	✱	✱
Rail service	14	11	11	10	10	11	11	13	11	9	✱	✱	✱	✱	✱	✱	✱
Bus service	13	11	10	9	10	9	10	11	7	7	✱	✱	✱	✱	✱	✱	✱

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

Figure 3. *Perceptions of Community Change by Community Size*



during the past year (see Appendix Figure 1 for the counties included in each region). Approximately 34 percent of the South Central and North Central residents say their community changed for the better during the past year, compared to 26 percent of persons living in the Panhandle.

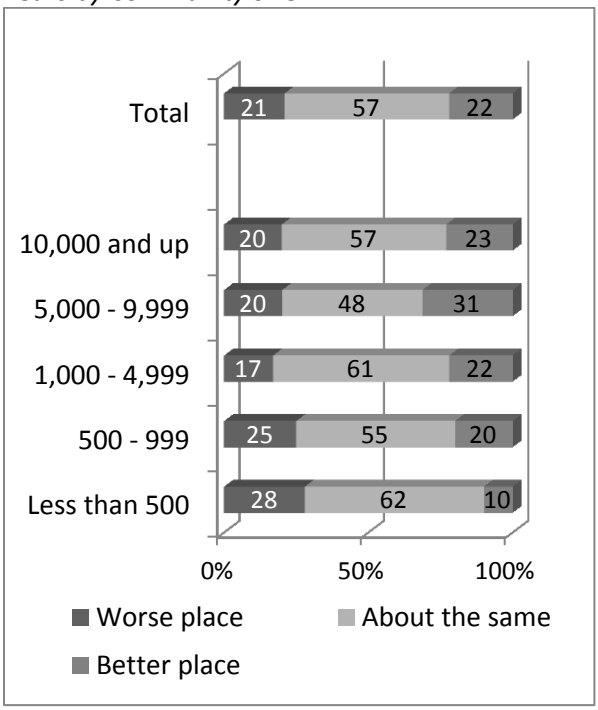
Other groups most likely to say their community has changed for the better during the past year include: persons with the highest household incomes; the youngest persons; females; married persons; widowed persons; persons with higher education levels; and persons with management, professional or education occupations.

In addition, respondents were 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?" Just under one-quarter (22%) of rural Nebraskans expect their community will be a better place to live ten years from now. Over one-half (57%) expect it to be about the same and just over one in five (21%) think their community will be a worse place to live ten years from now.

Respondents' perceptions differ by the size of their community and some individual attributes (Appendix Table 3). Persons living in or near larger communities are more likely than persons living in or near smaller communities to say their community will be a better place to live ten years from now (Figure 4). Just under one-third (31%) of persons living in or near communities with populations ranging from 5,000 to 9,999 say their community will be a better place to live ten years from now, compared to 10 percent of persons living in or near communities with less than 500 people.

Other groups most likely to say their community will be a better place to live ten years from now include: persons with higher household incomes; married persons; persons with higher education levels; persons with management, professional, or education occupations; and newcomers to the community.

Figure 4. *Expected Community Change in Ten Years by Community Size*



Community Social Dimensions

In addition to asking respondents about their perception 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 (75%), trusting (64%) and supportive (67%).

Respondents' ratings of their community on these dimensions differ by some of the characteristics examined (Appendix Table 4). Persons living in or near the smallest communities are more likely than persons living in or near the largest communities to rate their community as trusting and supportive. Approximately 70 percent of persons living in or near communities with populations under 1,000 say their community is supportive, compared to 62 percent of persons living in or near communities with populations of 10,000 or more.

Persons living in the North Central region are more likely than persons living in other regions of the state to rate their community as supportive. Seventy-one percent of North Central residents say their community is supportive, compared to 60 percent of Panhandle residents.

Persons with higher income levels are more likely than persons with lower incomes to rate their community as friendly, trusting and supportive. Seventy-nine percent of persons with household incomes of $60,000 or more rate their community as friendly, compared to 69 percent of persons with household incomes under $20,000.

Younger persons are more likely than older persons to rate their community as friendly. Persons age 19 to 39 are the age group most likely to rate their community as trusting.

Persons with the highest education levels are more likely than persons with less education to rate their community as friendly, trusting and supportive. As an example, 70 percent of persons with at least a four year college degree rate their community as trusting, compared to 56 percent of persons with a high school diploma or less education.

Persons with healthcare support or public safety occupations are the occupation group most likely to view their community as friendly. Persons with occupations in agriculture are the occupation group most likely to view their community as supportive. Persons with both of these occupation types are most likely to view the community as trusting.

Newcomers to a community are more likely than long-term residents to view their community as both trusting and supportive. Seventy-three percent of persons who have lived in their community for five years or less rate their community as trusting, compared to 62 percent of persons who have lived in their community for more than five years.

Satisfaction with Community Services and Amenities

Next, rural residents were asked to rate how satisfied they are with 25 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. Only four 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 (86%), parks and recreation (76%), library services (73%), religious organizations (71%), and education (K-12) (68%) (Appendix Table 5).

At least one-third of the respondents are either "very dissatisfied" or "somewhat dissatisfied" with entertainment (47%), retail shopping (47%), restaurants (43%), streets and roads (41%), arts/cultural activities (36%) and local government (34%).

The ten services and amenities with the greatest dissatisfaction ratings were analyzed by community size, region and various individual attributes (Appendix Table 6). Many differences emerge.

Younger persons are more likely than older persons to be dissatisfied with the entertainment, retail shopping and restaurants in their community. As an example, 61 percent of persons under the age of 30 are dissatisfied with the entertainment in the community, compared to only 30 percent of persons age 65 and older.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to express dissatisfaction with entertainment, retail shopping and restaurants. As an example, approximately 46 percent of persons living in or near communities with populations of 500 or more are dissatisfied with their retail shopping, compared to 39 percent of persons living in or near communities with populations less than 500.

Persons with higher education levels are more likely than persons with less education to be dissatisfied with their community's entertainment, retail shopping and restaurants.

Persons with higher household incomes are more likely than persons with lower incomes to express dissatisfaction with the restaurants in their community. When examining satisfaction levels with the entertainment in their community, persons with household incomes ranging from $20,000 to $39,999 are the group most likely to be dissatisfied.

Residents of the Panhandle and Northeast regions are the groups most likely to express dissatisfaction with their community's retail shopping. Panhandle residents are the regional group most likely to be dissatisfied with the restaurants in their community.

Persons with healthcare support or public safety occupations are the occupation group most likely to be dissatisfied with the entertainment in their community. Persons with sales or office support occupations are more likely than persons with different occupations to be dissatisfied with the retail shopping in their community. And, persons with food service or personal care occupations are the occupation group most likely to express dissatisfaction with the restaurants in their community.

Persons with construction, installation or maintenance occupations are more likely than persons with different occupations to be dissatisfied with the streets and roads in their community. Fifty-five percent of the persons with these types of occupations are dissatisfied with the streets and roads, compared to 37 percent of the persons with healthcare support or public safety occupations.

Other groups most likely to express dissatisfaction with their streets and roads include persons under the age of 50 and persons with some college education but not a four year degree. When comparing responses by community size, persons living in or near communities with populations ranging from 1,000 to 4,999 are the group *least* likely to express dissatisfaction with their streets and roads.

Persons living in or near communities with populations ranging between 500 and 999 are more likely than persons living in communities of different sizes to say they are dissatisfied with the arts/cultural activities in their community. Forty-six percent of persons living in or near communities of this size are

dissatisfied with the arts/cultural activities, compared to 26 percent of persons living in or near communities with populations ranging from 5,000 to 9,999.

Other groups most likely to be dissatisfied with their arts/cultural activities include: North Central region residents, persons with higher household incomes, persons under the age of 40, persons with the highest education levels and persons with food service or personal care occupations.

Persons age 40 to 64 are the age group most likely to be dissatisfied with their local government. Approximately 38 percent of persons age 40 to 64 say they are dissatisfied with their local government, compared to 28 percent of persons age 19 to 29.

Other groups most likely to express dissatisfaction with their local government include: persons with some college education but not a four year degree; persons with construction, installation or maintenance occupations; and persons with sales or office support occupations.

South Central region residents are more likely than persons from other regions of the state to be dissatisfied with public transportation services in their community. Thirty-four percent of South Central residents are dissatisfied with their public transportation services, compared to 22 percent of persons living in the North Central region of the state.

Other groups most likely to be dissatisfied with their public transportation services include: persons living in or near the largest communities, persons with household incomes ranging from $20,000 to $39,999, persons with the highest education levels and persons with food service or personal care occupations.

Persons living in or near smaller communities are more likely than persons living in or near larger communities to express dissatisfaction with the housing in their community. Thirty-five percent of persons living in or near communities with populations ranging from 500 to 999 are dissatisfied with their community's housing, compared to 27 percent of persons living in or near communities with populations of 10,000 or more.

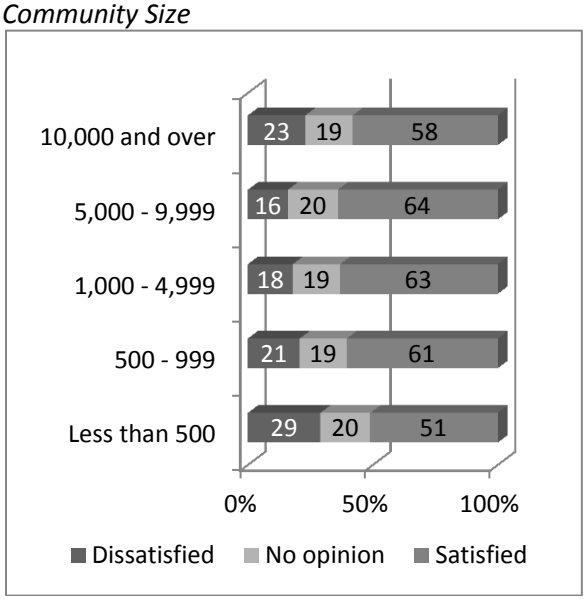
Other groups most likely to be dissatisfied with their community's housing include: residents of the North Central region; residents of the South Central region; persons age 30 to 39; persons with the highest education level; and persons with management, professional or education occupations.

Persons living in or near smaller communities are more likely than persons living in or near larger communities to be dissatisfied with the mental health services in their community. Just over one-quarter (26%) of persons living in or near communities with populations under 1,000 are dissatisfied with the mental health services in their community, compared to 19 percent of persons living in or near communities with populations ranging from 5,000 to 9,999.

The other groups most likely to be dissatisfied with the mental health services in their community include: persons age 40 to 49, persons with higher education levels, residents of the North Central region, residents of the South Central region, residents of the Northeast region, and persons with healthcare support or public safety occupations.

Persons living in or near the smallest communities are more likely than persons living in or near larger communities to express dissatisfaction with the Internet services in their community. Twenty-nine percent of persons living in or near communities with populations less than 500 are dissatisfied with their community's Internet service, compared to 16 percent of persons living in or near communities with populations ranging from 5,000 to 9,999 (Figure 5).

Figure 5. *Satisfaction with Internet Service by Community Size*



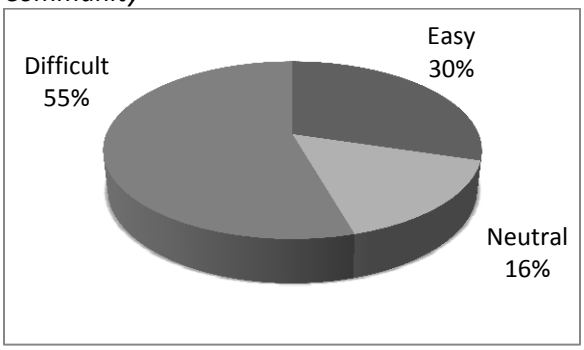
Other groups most likely to express dissatisfaction with their Internet services include: residents of the Northeast region, younger persons, persons with higher household incomes and persons with the highest education levels.

Feelings About Community

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?" They were given a seven point scale where 1 indicated very easy and 7 denoted very difficult. Just over one-half (55%) of rural Nebraskans say it would be difficult to leave their community[1]

[1] The responses on the 7-point scale are converted to percentages as follows: values of 1, 2, and 3 are categorized as easy; values of 5, 6, and 7 are categorized as difficult; and a value of 4 is categorized as neutral.

Figure 6. *Difficulty or Ease of Leaving Community*



(Figure 6). One in three (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 7). Many differences emerge.

Older persons are more likely than younger persons to say it would be difficult to leave their community. Sixty-four percent of persons age 65 or older think it would be difficult to leave their community, compared to approximately 51 percent of persons under the age of 65. Similarly, widowed persons are the marital group most likely to say it would be difficult to leave their community. Sixty-five percent of widowed respondents believe it would be difficult to leave their community, compared to 40 percent of persons who have never married.

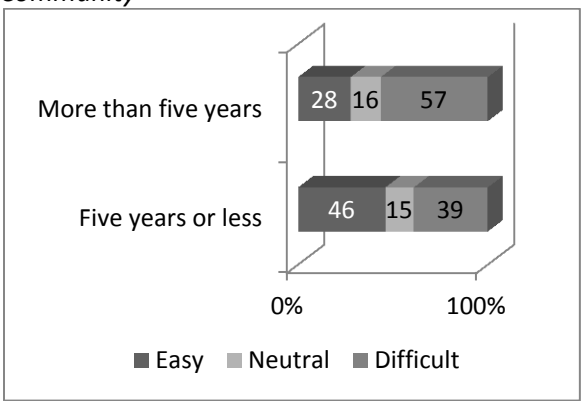
Residents of the Northeast region are more likely than persons living in other regions of the state to say it would be difficult to leave their community. Sixty percent of persons living in the Northeast region say it would be difficult to leave their community, compared to 50 percent of persons living in both the Panhandle and North Central regions.

Persons with occupations in agriculture are more likely than persons with different occupations to say it would be difficult to leave their community. Sixty-six percent of persons

with agriculture occupations say it would be difficult to leave their community, compared to 44 percent of persons with production, transportation or warehousing occupations.

Long term residents of the community are more likely than newcomers to say it would be difficult to leave their community. Over one-half (57%) of persons who have lived in their community for more than five years say it would be difficult to leave their community, compared to 39 percent of persons living in the community for five years or less (Figure 7).

Figure 7. *Ease or Difficulty of Leaving Community by Length of Residence in Community*



Community Powerlessness

Respondents were next 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.

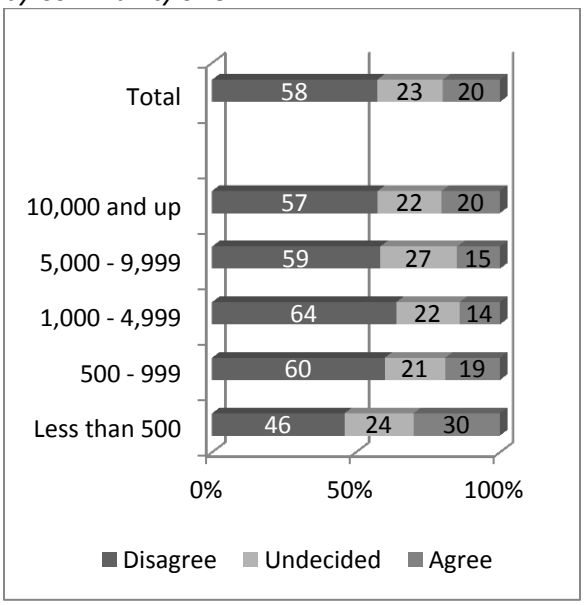
Most rural Nebraskans disagree that their community is powerless to control its own future. Just under six in ten rural Nebraskans (58%) strongly disagree or disagree that their community is powerless to control its own future. One in five rural Nebraskans (20%) believe their community is powerless to control its future and just under one-quarter (23%) are undecided.

The feelings of community powerlessness are examined by community size, region and individual attributes (Appendix Table 8). 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 (Figure 8). Sixty-four percent of persons living in or near communities with populations ranging from 1,000 to 4,999 disagree with that statement, compared to 46 percent of persons living in or near communities with less than 500 people.

Persons with higher education levels are more likely than persons with less education to disagree that their community is powerless to control its future. Almost seven in ten (69%) persons with a four year college degree disagree with the statement, compared to 44 percent of persons with a high school diploma or less education.

Figure 8. *Feelings of Community Powerlessness by Community Size*



Other groups most likely to disagree that their community is powerless to control its own future include: residents of the South Central region; persons with higher household incomes; younger persons; married persons; persons with management, professional or education occupations; and newcomers to the community.

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?" 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. The answer categories for this question were: Lincoln/Omaha metro areas, some place in Nebraska outside the Lincoln/Omaha metro areas, or some place other than Nebraska.

Only four percent indicate they are planning to move from their community in the next year, 11 percent are uncertain and 85 percent have no plans to move. Of those who are planning to move, less than one-half (45%) plan to leave Nebraska. Over one-half plan to remain in the state, with 20 percent planning to move to either the Lincoln or Omaha area and 35 percent plan to move to another part of the state.

Intentions to move from their community differ by many of the characteristics examined (Appendix Table 9). Residents of both the Panhandle and North Central regions are more likely than residents of other regions of the state to be uncertain about their plans to move from their community in the next year. Approximately 16 percent of the residents of these two regions are uncertain if they are planning to move next year, compared to eight percent of residents of the Southeast region.

Younger persons are more likely than older persons to be uncertain about their plans to move from their community in the next year. Approximately 14 percent of persons between the ages of 19 and 39 are uncertain if they plan to move next year, compared to only nine percent of persons age 65 and older.

Persons who have never married and persons who are divorced/separated are the marital groups most likely to be planning to move from their community. Approximately six percent of persons who have never married or divorced/separated persons are planning to move in the next year, compared to two percent of the widowed respondents. An additional 20 percent of these two groups are uncertain if they plan to move.

When comparing responses by occupation, persons with transportation, production or warehousing occupations are more likely than persons with different occupations to be planning to leave the community. Seven percent of persons with these types of occupations are planning to move from their community next year, compared to one percent of persons with sales or office support occupations.

Newcomers to the community are more likely than long-term residents to be planning to leave their community in the next year. Eight percent of persons who have lived in their community five years or less are planning to move in the next year, compared to three percent of persons who have lived in their community for more than five years.

The potential movers from the Panhandle are more likely than the potential movers from other regions of the state to be planning to leave the state. Just over three-quarters (77%) of the potential movers in the Panhandle expect to leave the state, compared to 25 percent of the potential movers in the North Central region.

Potential movers who are older are more likely than potential movers who are younger to be planning to leave the state. Sixty-nine percent of potential movers who are age 65 or older expect to leave the state, compared to 25 percent of potential movers who are age 19 to 29.

Potential movers with higher education levels are more likely than potential movers with less education to be planning to leave the state. Sixty-three percent of potential movers with some college education expect to leave the state, compared to 10 percent of the potential movers with a high school diploma or less education.

Trends in Well-Being (1996 - 2013)

Comparisons are made between the well-being data collected this year to the seventeen previous studies. These comparisons show a clearer picture of the trends in the well-being of rural Nebraskans.

General Well-Being

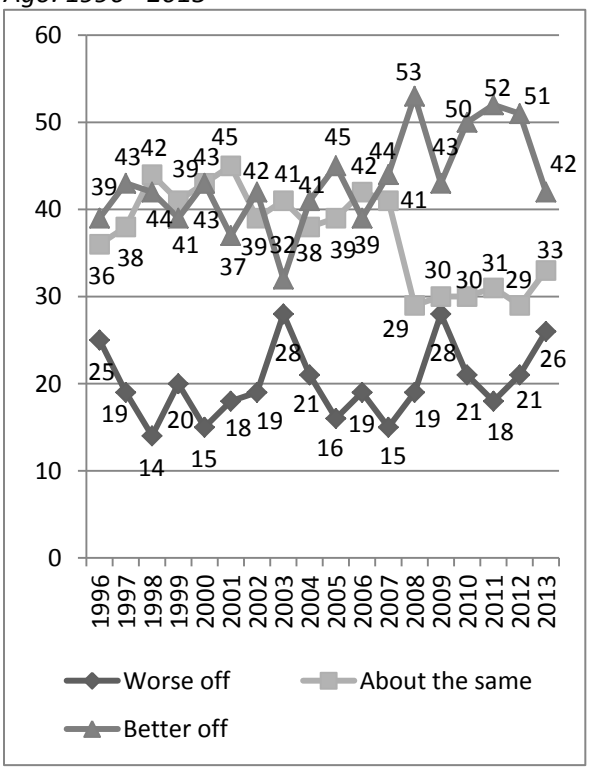
To examine perceptions of general well-being, respondents were asked four questions.
1. "All things considered, do you think you are better or worse off than you were five years ago?" (Answer categories were worse off, about the same, or better off).
2. "All things considered, do you think you are better or worse off than your parents when they were your age?"
3. "All things considered, do you think you will be better or worse off ten years from now than you are today?"
4. "Do you agree or disagree with the following statement? Life has changed so much in our modern world that most people are powerless to control their own lives."

The responses to the first three questions were expanded in 2009 to a five-point scale, where responses included much worse off, worse off, about the same, better off, and much better off. To compare the data to prior years, the much worse off and worse off categories are combined as well as the better off and much better off categories.

When examining the trends over the past eighteen years, rural Nebraskans have generally given positive reviews about their current situation (Figure 9). Each year the proportion of rural Nebraskans that say they are better off than they were five years ago has been greater than the proportion saying they are worse off than they were five years ago.

Rural Nebraskans are less positive about their current situation compared to last year. Just over four in ten (42%) rural Nebraskans believe they are better off than they were five years ago, compared to 51 percent last year. The proportion of rural Nebraskans who believe they are worse off than they were five years ago increased from 21 percent last year to 26

Figure 9. *Well-Being Compared to Five Years Ago: 1996 - 2013*



percent this year.

When asked to compare themselves to their parents when they were their age, the responses have been very stable over time (Figure 10). The proportion stating they are better off has averaged approximately 58 percent over the eighteen year period. However, this year the proportion dropped slightly to 54 percent, the lowest of all eighteen years of the study. Similarly, the proportion feeling they are worse off than their parents has remained steady at approximately 17 percent during this period. This year, that proportion increased to 23 percent, the highest of all eighteen years.

When looking to the future, respondents' views have also been generally positive (Figure 11). The proportion saying they will be better off ten years from now has always been greater than the proportion saying they will be worse off ten years from now. However, this year that gap essentially closed (given the two percent margin of error for the study).

Figure 10. *Well-Being Compared to Parents: 1996 - 2013*

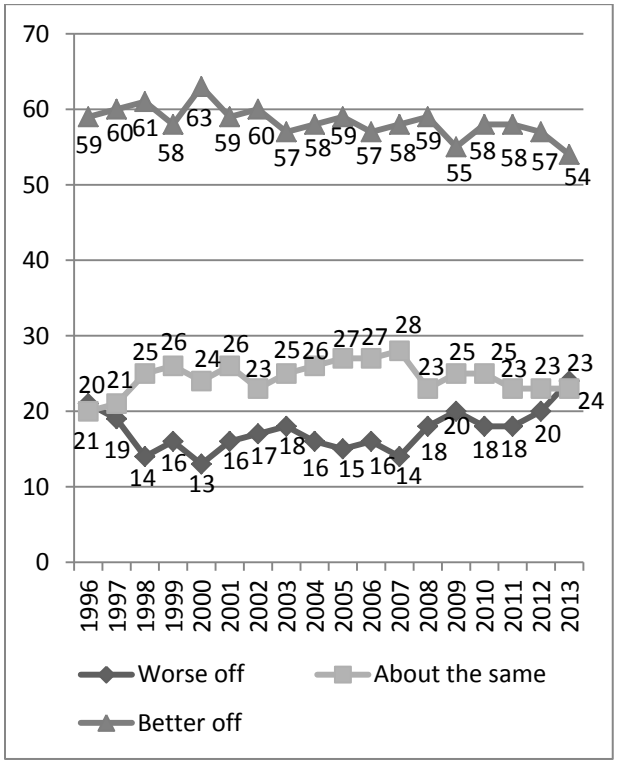
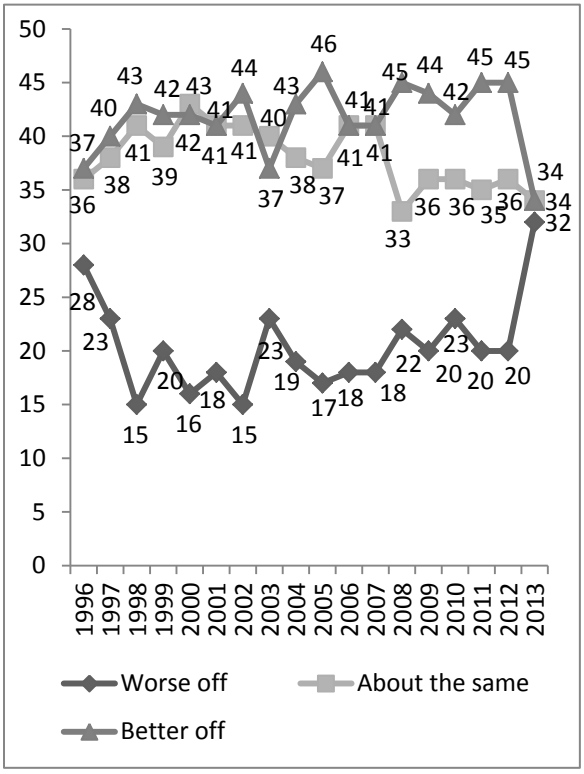


Figure 11. *Well-Being Ten Years from Now: 1996 - 2013*



Rural Nebraskans' outlook on their future is much more negative this year compared to last year. The proportion of rural Nebraskans that believe they will be better off ten years from now declined sharply from 45 percent last year to 34 percent this year (the lowest of all 18 years of the study).

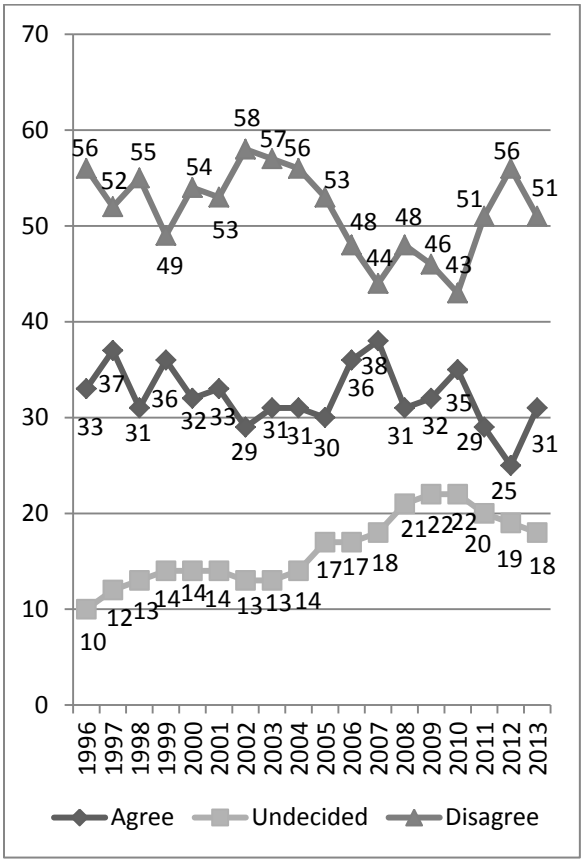
The proportion of respondents stating they will be worse off ten years from now has been approximately 20 percent each year. However, the proportion increased sharply from 20 percent last year to 32 percent this year (the highest of all 18 years). The proportion stating they will be about the same ten years from now had remained fairly steady around 40 percent over the first 12 years of the study, declined to 33 percent in 2008, and has remained around 36 percent the past five years.

In addition to asking about general well-being, rural Nebraskans were asked about the amount of control they feel they have over their lives. To measure this, respondents were asked the extent to which they agreed or disagreed with the following statement:

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

Responses to this question remained fairly consistent over the first ten years (Figure 12). The proportion that either strongly disagree or disagree with the statement generally declined between 2002 and 2010, from 58 percent to 43 percent (the lowest in the 18 year period). However, the proportion has since increased to 56 percent last year before declining to 51 percent this year. The proportion of rural Nebraskans that either strongly agree or agree with the statement has remained fairly consistent each year, averaging around 32 percent. That proportion increased from 25 percent last year to 31 percent this year. The proportion of those who were undecided each year has gradually increased over time, from 10 percent in 1996 to 18 percent this year.

Figure 12. *"…People are Powerless to Control Their Own Lives": 1996 - 2013*



Satisfaction with Specific Aspects of Life

Each year, respondents were also given a list of items that can affect their well-being and were asked to indicate how satisfied they were with each using a five-point scale (1 = very dissatisfied, 5 = very satisfied). They were also given the option of checking a box to denote "does not apply."

The rank ordering of the items has remained relatively stable over the years (Table 2). In addition, the proportion of respondents stating they were very or somewhat satisfied with each item also has been fairly consistent over the years.

Items generally fall into three levels of satisfaction ratings. Family, friends, the outdoors, spirituality, their health and education continue to be items given high satisfaction ratings by respondents. Items in the middle category include job satisfaction, job security, their spare time and their community. On the other hand, respondents continue to be less satisfied with job opportunities, their current income level, and financial security during retirement.

One item had a sharp decrease in the level of satisfaction this year as compared to last year. Seventy-four percent of rural Nebraskans are satisfied with greenery and open space this year, compared to 84 percent last year.

Table 2. *Proportions of Respondents Very or Somewhat Satisfied with Each Factor, 1996 - 2013.**

Item	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Your marriage	NA	NA	91	92	93	92	93	92	94	92	94	90	92	92	90	90	90	91
Your family	90	93	92	89	93	89	90	90	90	89	91	88	91	85	89	89	87	86
Your general quality of life	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	82	84	86	81	83
Your friends	84	85	87	84	87	86	85	85	86	83	84	82	85	82	84	84	81	80
Your general standard of living	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	77	79	83	79	79
Clean water	NA	NA	NA	NA	73	75	76	75	73	73	74	68	76	72	77	78	76	77
Clean air	NA	NA	NA	NA	80	81	82	79	78	79	80	74	80	75	79	82	79	76
Your religion/ spirituality	79	79	81	78	83	79	79	78	78	75	75	78	79	75	77	76	78	76
Greenery and open space	NA	NA	90	87	86	86	87	82	80	83	85	80	82	80	81	82	84	74
Your housing	NA	75	81	80	80	78	78	79	77	78	76	73	77	73	76	77	74	74
Your education	73	73	74	74	76	72	74	74	72	71	74	74	77	67	74	77	74	73
Your job satisfaction	68	69	69	66	70	69	70	68	72	72	69	68	76	71	70	72	71	72
Your health	78	81	78	75	77	74	74	75	73	71	73	74	77	66	73	75	70	71
Your spare time**	54	NA	71	65	71	66	67	67	66	65	68	68	71	66	67	72	70	66
Your job security	63	64	63	59	68	66	65	62	66	65	66	64	73	59	66	67	67	65
Your community	65	64	70	68	70	67	63	62	64	66	62	62	66	63	64	65	59	58
Your current income level	54	58	53	46	51	48	48	47	49	48	50	50	53	47	50	55	53	53
Job opportunities	39	41	38	37	36	38	37	35	34	39	43	40	48	32	42	38	46	44
Financial security during retirement	43	47	43	38	43	37	38	30	34	38	39	39	38	24	32	38	35	35

Note: The list of items was not identical in each study. "NA" means that item was not asked that particular year.
* The proportions were calculated out of those answering the question. The respondents checking "does not apply" were not included in the calculations.
** Worded as "time to relax during the week" in 1996 study.

General Well-Being by Subgroups

In this section, 2013 data on the four general measures of well-being are analyzed and reported for the region in which the respondent lives, by the size of their community, and for various individual characteristics (Appendix Table 10).

Younger persons are more likely than older persons to believe they are better off compared to five years ago and will be better off ten years from now. Two-thirds (67%) of persons age 19 to 29 feel they are much better off or better off than they were five years ago. However, just two in ten (20%) persons age 65 and older share this opinion. Similarly, 61 percent of persons age 19 to 29 believe they will be much better off or better off ten years from now, compared to only nine percent of persons age 65 and older. However, older persons are more likely than younger persons to believe they are better off compared to their parents when they were their age.

Persons with the highest household incomes are more likely than persons with lower incomes to feel they are better off compared to five years ago, are better off compared to their parents when they were their age, and will be better off ten years from now. For example, 56 percent of respondents with household incomes of $60,000 or more think they are much better off or better off than they were five years ago. However, only 18 percent of persons with household incomes under $20,000 believe they are much better off or better off than they were five years ago. And, 44 percent of persons with household incomes over $60,000 think they will be much better off or better off ten years from now, compared to 27 percent of persons with household incomes under $40,000.

Persons with higher educational levels are more likely than persons with less education to think they are better off compared to five years ago, are better off compared to their parents when they were their age, and will be better off ten years from now. Forty-five percent of respondents with at least a four-year college degree believe they will be much better off or better off ten years from now than they are today. Only 25 percent of persons with a high school diploma or less education share this optimism.

Persons living in or near mid-size communities are more likely than persons living in or near the smallest or largest communities to believe they are better off compared to five years ago, are better off compared to their parents when they were their age, and will be better off ten years from now. Approximately 36 percent of persons living in or near communities with populations ranging from 500 to 9,999 believe they will be much better off or better off ten years from now, while 26 percent of persons living in or near communities with populations less than 500 share this opinion.

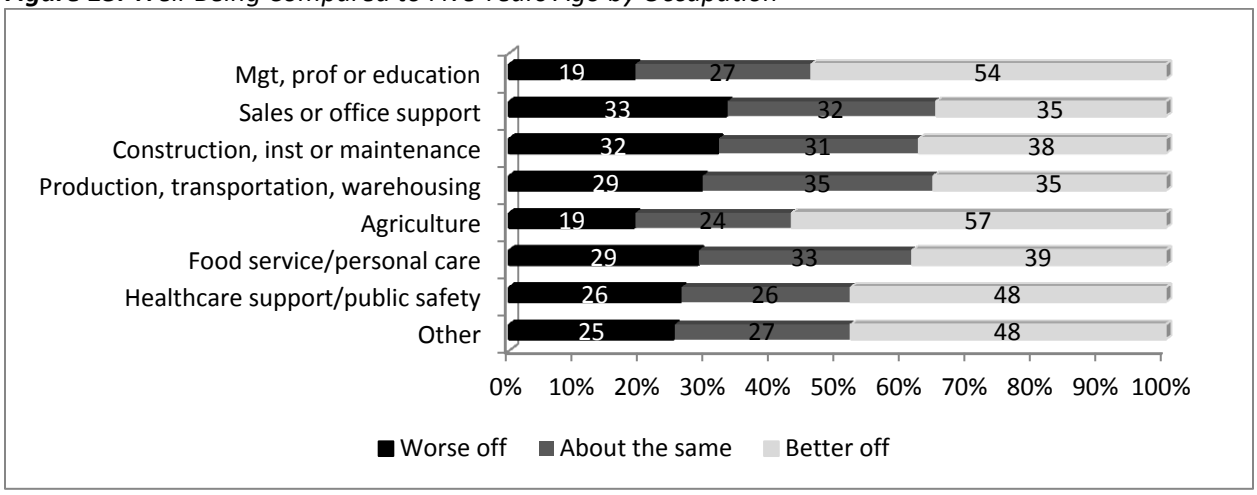
Respondents living in the South Central region are more likely than persons living in other regions of the state to believe they are better off than they were five years ago, are better off compared to their parents when they were their age and will be better off ten years from now. As an example, 39 percent of the South Central region residents think they will be much better off or better off ten years from now, compared to 30 percent of the residents of the Northeast region.

Females are more likely than males to believe they will be better off ten years from now. When comparing the marital groups, married persons are the group most likely to believe they are better off than they were five years ago. The widowed respondents join the married respondents as the marital groups most likely to believe they are better off compared to their parents when they were their age. Persons who have never married are the marital group most likely to believe they will be better off ten years from now.

Persons with agriculture occupations and persons with management, professional or education occupations are the occupation groups most likely to believe they are better off compared to five years ago (Figure 13). Approximately 54 percent of both of these occupation groups believe they are much better off or better off than they were five years ago. In comparison, only 35 percent of persons with production, transportation and warehousing occupations or persons with sales or office support occupations think they are better off than they were five years ago.

Persons with agriculture occupations are also the group most likely to believe they are better off compared to their parents when they were their age. Sixty-three percent of persons with agriculture occupations believe they are better off compared to their parents when they were

Figure 13. *Well-Being Compared to Five Years Ago by Occupation*



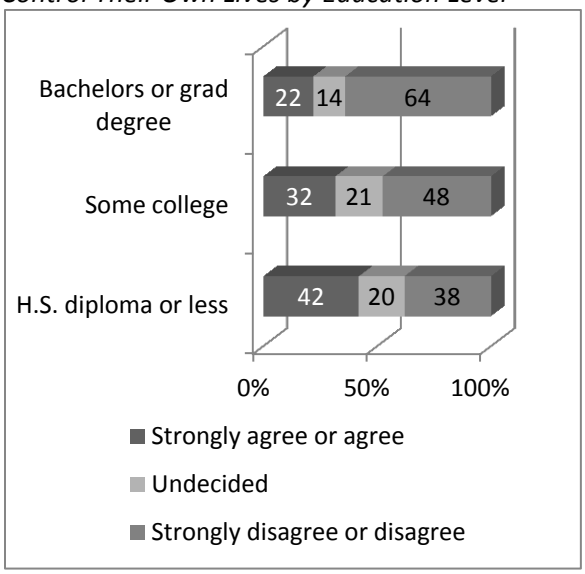
their age. In comparison, only 38 percent of persons with food service or personal care occupations share the same opinion. Persons with management, professional or education occupations are the group most likely to believe they will be better off ten years from now than they are today. Just under one-half (48%) of persons with these types of occupations think they will be better off ten years from now, compared to 15 percent of persons with food service or personal care occupations.

The respondents were also asked if they believe people are powerless to control their own lives. When analyzing the responses by region, community size, and various individual attributes, many differences emerge (Appendix Table 11). Persons with lower educational levels are more likely than persons with more education to believe that people are powerless to control their own lives. Forty-two percent of persons with a high school diploma or less education agree that people are powerless to control their own lives (Figure 14). However, only 22 percent of persons with at least a four-year college degree share this opinion.

Persons with lower household incomes are more likely than persons with higher incomes to agree with the statement. Forty-one percent of persons with household incomes under $20,000 believe people are powerless to control their own lives, compared to 23 percent of persons with household incomes of $60,000 or more.

Older persons are more likely than younger persons to agree that people are powerless to control their own lives. Forty-three percent of persons age 65 and older agree with the statement, compared to approximately 24 percent of persons under the age of 50.

Figure 14. *Belief that People are Powerless to Control Their Own Lives by Education Level*



The widowed respondents are the marital status group most likely to believe people are powerless. When comparing responses by occupation, the following groups are most likely to agree with this statement: persons with production, transportation or warehousing occupations; persons with food service or personal care occupations; and persons with occupations classified as other. Just over one-third (35%) of persons with these types of occupations agree that people are powerless to control their own lives.

Specific Aspects of Well-Being by Subgroups

The respondents were given a list of items that may influence their well-being and were asked to rate their satisfaction with each. The complete ratings for each item are listed in Appendix Table 12. At least four in ten respondents are very satisfied with their family (48%), their marriage (46%), and their religion/spirituality (41%). Items receiving the highest proportion of very dissatisfied responses include: financial security during retirement (21%), current income level (12%), and job opportunities for you (9%).

The top five items people are dissatisfied with (determined by the largest proportions of "very dissatisfied" and "dissatisfied" responses) will now be examined in more detail by looking at how the different demographic subgroups view each item. These comparisons are shown in Appendix Table 13.

Respondents' satisfaction level with their financial security during retirement differs by all of the individual characteristics examined. Persons with lower household incomes are more likely than persons with higher incomes to be dissatisfied with their financial security during retirement. Sixty-three percent of persons with household incomes under $20,000 report being dissatisfied with their financial security during retirement, compared to 41 percent of persons with household incomes of $60,000 or more.

Persons between the ages of 30 and 64 are the age groups most likely to be dissatisfied with their financial security during retirement. Approximately 55 percent of persons age 30 to 64 are dissatisfied with their financial security during retirement, compared to 36 percent of persons age 65 and older.

Other groups most likely to be dissatisfied with their financial security during retirement include: females, persons with lower education levels, divorced or separated respondents, and persons with production, transportation or warehousing occupations.

Persons with lower household incomes are more likely than persons with higher household incomes to be dissatisfied with their current income level. Over six in ten (64%) persons with household incomes under $20,000 report being dissatisfied with their current income level, compared to 16 percent of persons with household incomes of $60,000 or more.

Persons with food service or personal care occupations are more likely than persons with different occupations to express dissatisfaction with their current income level. Sixty-seven percent of persons with these types of occupations are dissatisfied with their current income level, compared to 27 percent of persons with management, professional or education occupations.

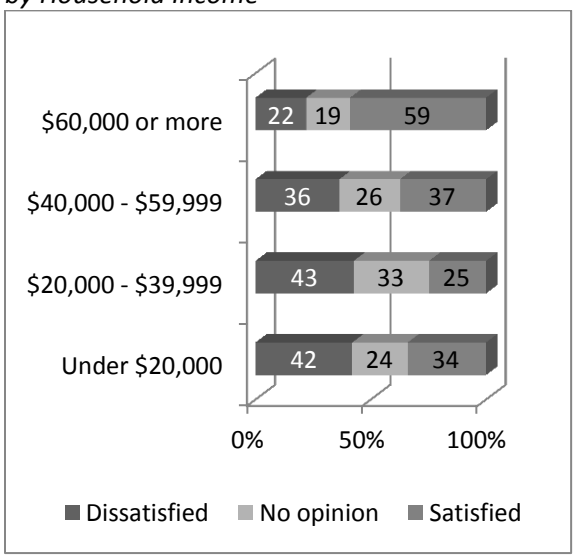
Other groups most likely to report being dissatisfied with their current income level include: persons age 50 to 64, persons with lower education levels, and persons who are divorced or separated.

Persons with lower household incomes are more likely than persons with higher household incomes to report being dissatisfied with their job opportunities (Figure 15). Approximately 42 percent of persons with household incomes under $40,000 are dissatisfied with their job opportunities, compared to 22 percent of persons with household incomes of $60,000 or more.

Persons who are divorced or separated are the marital status group most likely to report dissatisfaction with their job opportunities. Just under one-half (48%) of divorced or separated persons are dissatisfied with their job opportunities, compared to 27 percent of widowed persons.

Younger persons are more likely than older persons to report dissatisfaction with their job opportunities. Over one-third (35%) of persons age 30 to 39 are dissatisfied with their job opportunities. In comparison, only 20 percent of persons age 65 and older are dissatisfied with their job opportunities.

Figure 15. *Satisfaction with Job Opportunities by Household Income*



Females are more likely than males to be dissatisfied with their job opportunities. Thirty-seven percent of females are dissatisfied with their job opportunities, compared to 26 percent of males.

Other groups most likely to say they are dissatisfied with their job opportunities include: persons living in or near the smallest communities; residents of the Panhandle; persons with some college education; persons with sales or office support occupations; persons with production, transportation or warehousing occupations; and persons with food service or personal care occupations.

Persons with lower household incomes are more likely than persons with higher incomes to be dissatisfied with their job security. Forty-two percent of persons with household incomes under $20,000 report being dissatisfied with their job security. In comparison, only 11 percent of persons with household incomes of $60,000 or more are dissatisfied with their job security.

Almost one-third (32%) of divorced or separated persons are dissatisfied with their job security. In comparison, 13 percent of widowed persons report being dissatisfied with their job security.

Other groups most likely to express dissatisfaction with their job security include: persons living in or near the largest communities, residents of the North Central region, residents of the Panhandle, younger persons, females, persons with lower education levels, and persons with production, transportation or warehousing occupations.

Persons with production, transportation or warehousing occupations are more likely than persons with different occupations to express dissatisfaction with their community. Over

one-third (34%) of persons with these types of occupations are dissatisfied with their community, compared to 15 percent of persons with agriculture occupations.

Persons living in or near the largest communities are more likely than persons living in or near smaller communities to report dissatisfaction with their community. Just over one-quarter (26%) of persons living in or near communities with populations of 10,000 or more are dissatisfied with their community, compared to approximately 17 percent of persons living in or near communities with populations less than 10,000.

Other groups most likely to report dissatisfaction with their community include persons with lower household incomes and persons who are divorced or separated.

Conclusion

By many different measures, rural Nebraskans are positive about their community. Many rural Nebraskans rate their community as friendly, trusting and supportive. Most rural Nebraskans also say it would be difficult to leave their community. In addition, most rural Nebraskans disagree that their community is powerless to control its future.

Differences of opinion exist by the size of their community. Residents of smaller communities are more likely than residents of larger communities to rate their community favorably on its social dimensions. However, residents of larger communities are more likely than residents of smaller communities to say their community has changed for the better during the past year and will be a better place to live ten years from now.

Except for a few services that are largely unavailable in rural communities, rural Nebraskans are generally satisfied with basic community services and amenities. They are most satisfied with: fire protection, parks and recreation, library services, and religious organizations. On the other hand, at least one-third of rural Nebraskans are dissatisfied with the retail shopping, entertainment, streets and roads, restaurants, arts/cultural activities and local government in their community.

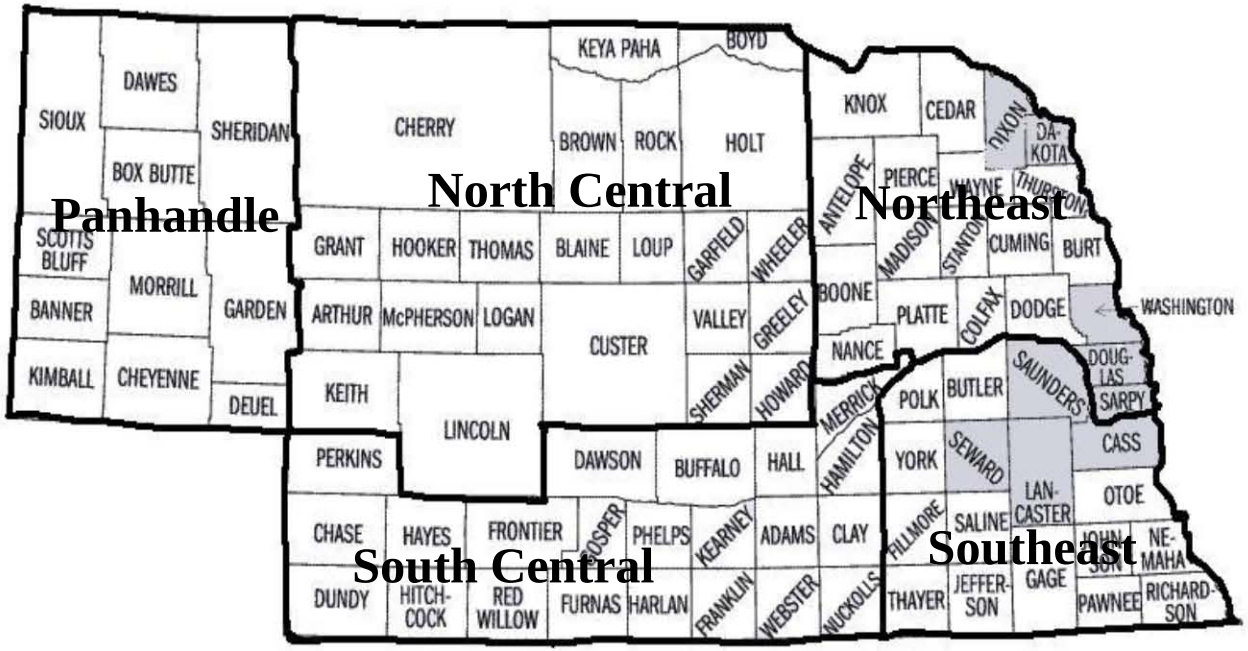
Rural Nebraskans are less positive about their current situation compared to last year. Just over four in ten (42%) rural Nebraskans believe they are better off than they were five years ago, compared to 51 percent last year. Similarly, rural Nebraskans' outlook on their future is much more negative this year compared to last year. The proportion of rural Nebraskans that believe they will be better off ten years from now declined sharply from 45 percent last year to 34 percent this year (the lowest of all 18 years of the study). The proportion of respondents stating they will be worse off ten years from now increased sharply from 20 percent last year to 32 percent this year (the highest of all 18 years).

Certain groups remain pessimistic about their situation. Persons with lower household incomes, older persons, and persons with lower educational levels are the groups most likely to be pessimistic about the present and the future.

When asked if they believe people are powerless to control their own lives, most rural Nebraskans disagree.

Rural Nebraskans continue to be most satisfied with family, spirituality, friends, and the outdoors. On the other hand, they continue to be less satisfied with job opportunities, their current income level, and financial security during retirement.

Appendix Figure 1. Regions of Nebraska



Metropolitan counties (not surveyed)

Appendix Table 1. *Demographic Profile of Rural Poll Respondents*[1] *Compared to 2010 Census and 2007 – 2011 American Community Survey 5 Year Average for Nebraska**

	2013 Poll	***2012 Poll***	***2011 Poll***	***2010 Poll***	***2009 Poll***	***2008 Poll***	***2007- 2011 ACS***
Age : [2]							
20 - 39	31%	31%	31%	32%	32%	32%	30.5%
40 - 64	44%	44%	44%	44%	44%	44%	45.6%
65 and over	24%	24%	24%	24%	24%	24%	23.9%
Gender: [3]							
Female	51%	61%	60%	59%	57%	56%	50.5%
Male	49%	39%	40%	41%	43%	44%	49.5%
Education: [4]							
Less than 9th grade	1%	1%	1%	1%	2%	2%	4.5%
9th to 12th grade (no diploma)	3%	3%	3%	3%	3%	3%	7.4%
High school diploma (or equiv.)	23%	22%	26%	25%	26%	26%	35.1%
Some college, no degree	25%	25%	23%	25%	25%	25%	25.9%
Associate degree	15%	15%	16%	14%	15%	12%	9.8%
Bachelors degree	22%	24%	19%	20%	20%	21%	12.7%
Graduate or professional degree	12%	11%	12%	11%	10%	10%	4.7%
Household Income: [5]							
Less than $10,000	5%	6%	6%	6%	6%	7%	6.2%
$10,000 - $19,999	7%	10%	10%	10%	9%	10%	13.1%
$20,000 - $29,999	13%	11%	13%	13%	13%	14%	12.6%
$30,000 - $39,999	10%	10%	14%	12%	13%	14%	12.0%
$40,000 - $49,999	15%	12%	11%	13%	12%	13%	10.6%
$50,000 - $59,999	10%	13%	12%	11%	13%	11%	9.8%
$60,000 - $74,999	11%	14%	12%	13%	14%	13%	11.4%
$75,000 or more	29%	25%	22%	23%	21%	18%	24.1%
Marital Status: [6]							
Married	70%	70%	66%	71%	68%	70%	56.3%
Never married	12%	10%	14%	9%	10%	10%	24.4%
Divorced/separated	9%	11%	11%	11%	11%	11%	11.4%
Widowed/widower	9%	10%	10%	9%	11%	9%	7.9%

[1] Data from the Rural Polls have been weighted by age.

[2] 2010 Census universe is non-metro population 20 years of age and over.

[3] 2010 Census universe is total non-metro population.

[4] 2007-2011 American Community Survey universe is non-metro population 18 years of age and over.

[5] 2007-2011 American Community Survey universe is all non-metro households.

[6] 2007-2011 American Community Survey universe is non-metro population 15 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			
	Worse	*No Change*	*Better*	*Significance*
		Percentages		
Total	18	51	31	
Community Size		(n = 2059)		
Less than 500	20	58	22	
500 - 999	21	54	25	
1,000 - 4,999	16	54	30	χ^2 = 32.06*
5,000 - 9,999	15	48	37	(.000)
10,000 and up	20	46	35	
Region		(n = 2126)		
Panhandle	20	55	26	
North Central	13	53	34	
South Central	18	47	36	χ^2 = 33.31*
Northeast	17	55	28	(.000)
Southeast	26	46	28	
Income Level		(n = 2009)		
Under $20,000	23	53	24	
$20,000 - $39,999	20	54	26	χ^2 = 48.07*
$40,000 - $59,999	18	56	26	(.000)
$60,000 and over	15	45	40	
Age		(n = 2139)		
19 - 29	15	49	36	
30 - 39	11	57	32	
40 - 49	16	54	30	χ^2 = 34.17*
50 - 64	25	47	29	(.000)
65 and older	21	50	30	
Gender		(n = 2127)		
Male	20	52	28	χ^2 = 8.58*
Female	17	50	34	(.014)
Marital Status		(n = 2128)		
Married	19	49	32	
Never married	15	59	27	
Divorced/separated	23	49	28	χ^2 = 10.94
Widowed	17	52	31	(.090)
Education		(n = 2104)		
H.S. diploma or less	21	56	23	
Some college	20	52	28	χ^2 = 51.96*
Bachelors or grad degree	14	46	40	(.000)

Appendix Table 2 continued.

	Communities across the nation are undergoing change. When you think about this past year, would you say... My community has changed for the			
	Worse	*No Change*	*Better*	*Significance*
Occupation		(n = 1562)		
Mgt, prof or education	15	44	41	
Sales or office support	20	50	31	
Constrn, inst or maint	21	50	29	
Prodn/trans/warehsing	21	59	20	
Agriculture	20	56	24	
Food serv/pers. care	22	57	22	
Hlthcare supp/safety	12	54	34	χ^2 = 44.79*
Other	18	52	30	(.000)
Yrs Lived in Community		(n = 2100)		
Five years or less	10	56	34	χ^2 = 13.65*
More than five years	20	50	31	(.001)

* 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*

	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?			
	Worse Place	*About the same*	*Better Place*	*Significance*
		Percentages		
Total	21	57	22	
Community Size		(n = 2067)		
Less than 500	28	62	10	
500 - 999	25	55	20	
1,000 - 4,999	17	61	22	χ^2 = 51.21*
5,000 - 9,999	20	48	31	(.000)
10,000 and up	20	57	23	
Region		(n = 2132)		
Panhandle	25	57	18	
North Central	19	62	19	
South Central	19	57	25	χ^2 = 15.45
Northeast	20	58	22	(.051)
Southeast	26	55	20	
Income Level		(n = 2014)		
Under $20,000	24	63	13	
$20,000 - $39,999	22	60	18	χ^2 = 45.00*
$40,000 - $59,999	24	59	18	(.000)
$60,000 and over	18	53	29	
Age		(n = 2143)		
19 - 29	19	58	23	
30 - 39	18	53	28	
40 - 49	22	58	20	χ^2 = 14.04
50 - 64	23	57	20	(.081)
65 and older	21	60	19	
Gender		(n = 2134)		
Male	24	55	21	χ^2 = 9.26*
Female	18	60	22	(.010)
Marital Status		(n = 2134)		
Married	21	56	23	
Never married	23	56	21	
Divorced/separated	25	61	14	χ^2 = 14.65*
Widowed	16	66	18	(.023)
Education		(n = 2111)		
H.S. diploma or less	23	62	15	
Some college	22	58	20	χ^2 = 33.89*
Bachelors or grad degree	18	54	28	(.000)

Appendix Table 3 continued.

	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?			
	Worse Place	*About the same*	*Better Place*	*Significance*
Occupation		(n = 1567)		
Mgt, prof or education	15	57	28	
Sales or office support	20	54	25	
Constrn, inst or maint	28	54	18	
Prodn/trans/warehsing	20	65	15	
Agriculture	30	49	21	
Food serv/pers. care	23	60	17	
Hlthcare supp/safety	17	56	27	χ^2 = 47.35*
Other	26	59	15	(.000)
Yrs Lived in Community		(n = 2107)		
Five years or less	11	60	29	χ^2 = 22.53*
More than five years	23	57	21	(.000)

* 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...				***My community is...***				***My community is...***			
	Unfriendly	*No opinion*	*Friendly*	*Chi-square (sig.)*	*Distrusting*	*No opinion*	*Trusting*	*Chi-square (sig.)*	*Hostile*	*No opinion*	*Supportive*	*Chi-square (sig.)*
						Percentages						
Total	10	15	75		15	22	64		13	20	67	
Community Size		(n = 2031)				(n = 2003)				(n = 1986)		
Less than 500	11	13	76		12	20	68		12	18	70	
500 - 999	10	10	80		12	15	74		16	12	73	
1,000 - 4,999	8	19	73	χ^2 =	15	22	63	χ^2 =	13	20	68	χ^2 =
5,000 - 9,999	9	13	78	17.75*	13	24	64	23.90*	11	22	67	20.50*
10,000 and up	13	15	73	(.023)	19	23	58	(.002)	14	24	62	(.009)
Region		(n = 2097)				(n = 2061)				(n = 2046)		
Panhandle	9	19	72		11	27	62		13	26	60	
North Central	10	14	76		14	20	65		11	19	71	
South Central	12	14	75	χ^2 =	17	21	63	χ^2 =	12	21	67	χ^2 =
Northeast	9	14	77	8.67	14	22	65	10.66	15	16	69	16.16*
Southeast	12	16	72	(.371)	17	19	64	(.222)	14	23	63	(.040)
Individual Attributes												
Income Level		(n = 1983)				(n = 1950)				(n = 1937)		
Under $20,000	14	18	69		19	22	60		14	23	63	
$20,000 - $39,999	10	15	75	χ^2 =	17	23	60	χ^2 =	13	23	64	χ^2 =
$40,000 - $59,999	12	14	74	13.95*	17	24	59	24.65*	16	20	63	14.83*
$60,000 and over	8	13	79	(.030)	12	18	70	(.000)	12	18	71	(.022)
Age		(n = 2107)				(n = 2071)				(n = 2056)		
19 - 29	7	11	82		13	19	68		11	19	69	
30 - 39	10	14	76		14	14	71		10	23	67	
40 - 49	12	16	72	χ^2 =	17	24	59	χ^2 =	16	19	65	χ^2 =
50 - 64	13	16	71	19.90*	17	26	57	29.47*	15	21	65	8.51
65 and older	8	15	77	(.011)	13	21	67	(.000)	14	19	67	(.385)
Gender		(n = 2097)		χ^2 =		(n = 2063)		χ^2 =		(n = 2047)		χ^2 =
Male	12	14	75	3.55	16	22	62	2.64	14	21	64	4.23
Female	9	15	76	(.170)	14	21	65	(.267)	12	19	69	(.121)

Appendix Table 4 continued.

	My community is...				***My community is...***				***My community is...***			
	Unfriendly	*No opinion*	*Friendly*	*Chi-square (sig.)*	*Distrusting*	*No opinion*	*Trusting*	*Chi-square (sig.)*	*Hostile*	*No opinion*	*Supportive*	*Chi-square (sig.)*
Marital Status		(n = 2100)				(n = 2062)				(n = 2047)		
Married	10	15	75		14	21	65		13	19	68	
Never married	11	14	76	χ^2 =	18	23	58	χ^2 =	16	26	57	χ^2 =
Divorced/separated	14	13	73	5.71	17	20	63	5.88	13	18	70	12.52
Widowed	7	17	76	(.457)	15	24	61	(.437)	14	21	65	(.051)
Education		(n = 2077)				(n = 2043)				(n = 2026)		
H.S. diploma or less	10	19	71	χ^2 =	17	27	56	χ^2 =	12	23	65	χ^2 =
Some college	11	16	74	22.43*	16	22	63	28.13*	15	21	64	13.89*
Bachelors degree	10	10	80	(.000)	12	18	70	(.000)	12	17	71	(.008)
Occupation		(n = 1555)				(n = 1538)				(n = 1529)		
Mgt, prof or education	10	14	76		14	19	67		12	20	68	
Sales or office support	7	16	77		15	26	59		16	21	63	
Constrn, inst or maint	12	13	76		15	30	54		8	26	66	
Prodn/trans/warehsing	16	17	67		32	25	44		21	27	53	
Agriculture	8	13	79	χ^2 =	10	18	72	χ^2 =	15	12	74	χ^2 =
Food serv/pers. care	14	10	76	25.61*	14	16	70	68.19*	16	22	62	38.29*
Hlthcare supp/safety	6	12	82	(.029)	10	19	72	(.000)	13	15	72	(.000)
Other	16	17	67		13	23	64		11	25	64	
Yrs Lived in Comm.		(n = 2074)		χ^2 =		(n = 2042)		χ^2 =		(n = 2028)		χ^2 =
Five years or less	5	18	77	10.33*	9	18	73	12.02*	6	21	73	14.17*
More than five years	11	14	75	(.006)	16	22	62	(.002)	15	20	65	(.001)

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

Appendix Table 5. *Level of Satisfaction with Community Services and Amenities*

Service/Amenity	***Dissatisfied****	***No opinion***	***Satisfied****
		Percentages	
Entertainment	47	22	31
Retail shopping	47	15	38
Restaurants	43	11	46
Streets and roads	41	6	53
Arts/cultural activities	36	38	26
Local government	34	26	40
Public transportation services	29	52	20
Housing	29	19	52
Mental health services	22	55	23
Internet service	22	19	59
Cellular phone service	21	14	65
Medical care services	20	14	66
Law enforcement	19	17	64
Community recycling	19	23	58
Nursing home care	16	41	43
Adult day care services	14	65	21
Education (K - 12)	13	19	68
Child day care services	13	55	32
Parks and recreation	12	12	76
Senior centers	10	43	48
Sewage/waste disposal	9	23	67
Head Start programs	9	65	27
Library services	7	20	73
Religious organizations	6	24	71
Fire protection	4	11	86

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

	Entertainment			***Retail shopping***			***Restaurants***			***Streets and roads***		
	Dissatisfied	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*
						Percentages						
Community Size		(n = 2076)			(n = 2077)			(n = 2089)			(n = 2084)	
Less than 500	41	34	25	39	31	30	36	22	43	42	6	52
500 - 999	50	20	29	49	20	32	44	11	45	42	7	51
1,000 - 4,999	51	25	24	48	16	37	49	11	40	38	5	57
5,000 - 9,999	49	18	34	46	14	39	45	10	46	43	11	46
10,000 and over	47	17	36	49	8	44	40	8	52	43	3	54
Chi-square (sig.)		χ^2 = 56.54* (.000)			χ^2 = 99.74* (.000)			χ^2 = 62.06* (.000)			χ^2 = 28.58* (.000)	
Region		(n = 2137)			(n = 2146)			(n = 2152)			(n = 2149)	
Panhandle	48	21	31	51	15	34	49	9	42	44	7	49
North Central	50	25	25	44	21	35	42	17	41	44	6	50
South Central	46	18	36	47	12	41	43	7	50	37	6	57
Northeast	46	25	29	50	13	38	43	12	45	46	5	50
Southeast	49	23	28	40	20	40	37	13	49	39	6	55
Chi-square (sig.)		χ^2 = 20.53* (.009)			χ^2 = 27.20* (.001)			χ^2 = 34.99* (.000)			χ^2 = 14.97 (.060)	
Income Level		(n = 2017)			(n = 2027)			(n = 2031)			(n = 2031)	
Under $20,000	40	31	30	42	17	41	36	14	50	37	7	56
$20,000 - $39,999	53	20	28	49	16	36	42	12	46	46	5	50
$40,000 - $59,999	50	23	28	48	14	38	47	11	42	43	4	53
$60,000 and over	46	19	35	46	14	40	43	8	48	39	6	55
Chi-square (sig.)		χ^2 = 24.73* (.000)			χ^2 = 5.94 (.430)			χ^2 = 14.57* (.024)			χ^2 = 12.33 (.055)	
Age		(n = 2150)			(n = 2159)			(n = 2163)			(n = 2161)	
19 - 29	61	12	27	54	23	23	57	5	38	45	3	53
30 - 39	51	18	30	46	14	40	42	13	45	43	6	51
40 - 49	49	20	31	47	14	39	44	12	44	45	5	50
50 - 64	50	21	29	50	12	38	44	10	46	41	6	52
65 and over	30	35	35	37	14	49	31	13	56	35	7	58
Chi-square (sig.)		χ^2 = 108.19* (.000)			χ^2 = 74.26* (.000)			χ^2 = 66.34* (.000)			χ^2 = 20.85* (.008)	
Education		(n = 2116)			(n = 2121)			(n = 2130)			(n = 2127)	
H.S. diploma or less	40	29	31	37	17	46	38	14	49	41	7	51
Some college	50	22	28	50	16	35	44	12	44	50	5	45
College grad	51	16	33	51	12	37	46	8	46	32	5	63
Chi-square (sig.)		χ^2 = 33.89* (.000)			χ^2 = 35.19* (.000)			χ^2 = 17.62* (.001)			χ^2 = 61.98* (.000)	
Occupation		(n = 1581)			(n = 1579)			(n = 1579)			(n = 1578)	
Mgt, prof, education	55	15	30	54	11	34	48	7	45	38	5	57
Sales/office support	57	16	27	58	8	34	47	11	41	51	5	44
Const, inst or maint	44	27	29	38	28	35	43	12	45	55	4	41
Prodn/trans/warehs	51	13	37	49	11	41	42	7	51	50	4	46
Agriculture	37	32	30	39	26	36	40	16	44	41	6	53
Food serv/pers. care	54	19	27	56	8	37	57	12	31	39	10	51
Hlthcare supp/safety	58	12	30	48	11	40	48	7	45	37	1	62
Other	54	20	26	51	19	30	54	9	36	43	5	53
Chi-square (sig.)		χ^2 = 58.96* (.000)			χ^2 = 68.89* (.000)			χ^2 = 31.16* (.005)			χ^2 = 37.36* (.001)	

* 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 6 continued.

	Arts/cultural activities			***Local government***			***Public transportation***			***Housing***		
	Dissatisfied	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*
						Percentages						
Community Size		(n = 2069)			(n = 2081)			(n = 2067)			(n = 2078)	
Less than 500	38	46	16	31	26	43	27	61	13	30	27	43
500 - 999	46	42	12	35	25	40	26	62	12	35	23	43
1,000 - 4,999	40	37	23	31	29	40	24	57	19	28	20	52
5,000 - 9,999	26	40	34	39	21	41	21	47	32	26	19	55
10,000 and over	34	34	32	36	26	37	36	42	22	27	14	58
Chi-square (sig.)		χ^2 = 73.05* (.000)			χ^2 = 12.26 (.140)			χ^2 = 86.34* (.000)			χ^2 = 38.70* (.000)	
Region		(n = 2132)			(n = 2146)			(n = 2133)			(n = 2141)	
Panhandle	35	33	32	37	23	40	32	48	19	25	20	55
North Central	42	39	19	34	28	38	22	56	22	34	20	46
South Central	34	36	30	34	30	36	34	47	19	33	18	49
Northeast	38	39	23	34	23	43	25	56	19	24	19	57
Southeast	36	44	20	32	25	43	26	51	23	24	21	56
Chi-square (sig.)		χ^2 = 30.89* (.000)			χ^2 = 14.32 (.074)			χ^2 = 24.62* (.002)			χ^2 = 24.00* (.002)	
Income Level		(n = 2013)			(n = 2028)			(n = 2015)			(n = 2020)	
Under $20,000	32	44	25	33	30	37	27	45	28	30	22	49
$20,000 - $39,999	39	39	22	35	29	36	35	42	23	28	22	50
$40,000 - $59,999	39	40	21	35	27	38	30	52	19	28	19	53
$60,000 and over	35	35	30	33	24	43	25	59	16	30	16	55
Chi-square (sig.)		χ^2 =18.68* (.005)			χ^2 = 9.04 (.171)			χ^2 = 47.26* (.000)			χ^2 = 11.89 (.064)	
Age		(n = 2145)			(n = 2155)			(n = 2141)			(n = 2155)	
19 - 29	43	41	16	28	41	31	30	61	10	32	18	50
30 - 39	43	38	19	34	32	34	25	61	15	40	14	46
40 - 49	40	38	22	39	22	39	31	49	20	29	20	51
50 - 64	39	31	29	38	21	41	32	49	20	27	20	53
65 and over	20	45	34	29	22	49	25	45	31	20	21	59
Chi-square (sig.)		χ^2 = 99.27* (.000)			χ^2 = 79.46* (.000)			χ^2 = 79.76* (.000)			χ^2 = 43.25* (.000)	
Education		(n = 2109)			(n = 2122)			(n = 2107)			(n = 2120)	
H.S. diploma or less	26	52	22	34	26	40	24	49	27	23	25	52
Some college	40	39	21	39	24	37	27	52	21	28	22	50
College grad	41	26	33	28	29	43	33	53	14	33	11	56
Chi-square (sig.)		χ^2 = 102.72* (.000)			χ^2 = 19.51* (.001)			χ^2 = 37.52* (.000)			χ^2 = 56.67* (.000)	
Occupation		(n = 1576)			(n = 1579)			(n = 1570)			(n = 1577)	
Mgt, prof, education	45	26	29	33	25	42	38	50	12	36	10	54
Sales/office support	37	39	24	42	25	33	24	53	22	31	17	53
Const, inst or maint	30	55	16	43	27	30	23	58	19	26	26	48
Prodn/trans/warehs	40	40	20	37	35	28	24	58	18	32	25	43
Agriculture	29	53	19	30	23	47	17	65	19	26	30	44
Food serv/pers. care	51	33	16	26	39	35	43	47	10	28	22	50
Hlthcare supp/safety	46	27	27	35	25	40	41	40	19	27	12	61
Other	46	34	20	37	27	36	20	59	21	31	16	53
Chi-square (sig.)		χ^2 = 84.09* (.000)			χ^2 = 34.49* (.002)			χ^2 = 73.15* (.000)			χ^2 = 64.70* (.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 6 continued.

	Mental health services			Internet service		
	Dissatisfied	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*
			Percentages			
Community Size		(n = 2064)			(n = 2072)	
Less than 500	26	58	15	29	20	51
500 - 999	26	61	13	21	19	61
1,000 - 4,999	21	58	21	18	19	63
5,000 - 9,999	19	51	30	16	20	64
10,000 and over	21	51	28	23	19	58
Chi-square (sig.)		χ^2 = 40.92* (.000)			χ^2 = 19.20* (.014)	
Region		(n = 2129)			(n = 2137)	
Panhandle	19	54	27	22	21	57
North Central	23	59	19	16	19	65
South Central	24	52	24	22	17	61
Northeast	23	57	20	25	20	54
Southeast	16	54	30	20	21	59
Chi-square (sig.)		χ^2 = 21.89* (.005)			χ^2 = 17.50* (.025)	
Income Level		(n = 2011)			(n = 2015)	
Under $20,000	23	50	27	19	38	43
$20,000 - $39,999	21	54	25	23	24	54
$40,000 - $59,999	24	58	18	22	14	64
$60,000 and over	22	54	24	23	13	65
Chi-square (sig.)		χ^2 = 12.77* (.047)			χ^2 = 90.69* (.000)	
Age		(n = 2137)			(n = 2147)	
19 - 29	23	55	22	27	15	58
30 - 39	23	56	21	26	13	62
40 - 49	26	54	20	21	13	66
50 - 64	23	54	23	26	16	59
65 and over	15	55	30	11	35	53
Chi-square (sig.)		χ^2 = 26.48* (.001)			χ^2 = 133.09* (.000)	
Education		(n = 2105)			(n = 2115)	
H.S. diploma or less	16	59	26	16	29	54
Some college	24	56	20	22	20	58
College grad	25	50	25	25	11	65
Chi-square (sig.)		χ^2 = 23.57* (.000)			χ^2 = 75.18* (.000)	
Occupation		(n = 1571)			(n = 1579)	
Mgt, prof, education	25	56	19	22	13	65
Sales/office support	25	55	20	26	12	62
Const, inst or maint	16	66	18	24	26	50
Prodn/trans/warehs	15	61	25	26	16	58
Agriculture	18	63	19	27	18	55
Food serv/pers. care	22	45	33	25	19	56
Hlthcare supp/safety	39	30	31	26	12	62
Other	21	58	21	20	16	65
Chi-square (sig.)		χ^2 = 78.65* (.000)			χ^2 = 27.32* (.018)	

* 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. *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?			
	Easy	*Neutral*	*Difficult*	*Chi-square (sig.)*
		Percentages		
Total	30	16	55	
Community Size		(n = 2115)		
Less than 500	28	15	57	
500 - 999	26	14	60	
1,000 - 4,999	27	16	57	
5,000 - 9,999	31	14	55	χ^2 = 11.94
10,000 and up	33	16	50	(.154)
Region		(n = 2123)		
Panhandle	35	15	50	
North Central	31	19	50	
South Central	32	12	56	
Northeast	26	15	60	χ^2 = 24.62*
Southeast	28	20	52	(.002)
Income Level		(n = 2009)		
Under $20,000	29	20	51	
$20,000 - $39,999	33	16	51	
$40,000 - $59,999	34	18	48	χ^2 = 25.34*
$60,000 and over	28	12	60	(.000)
Age		(n = 2136)		
19 - 29	33	15	52	
30 - 39	30	17	53	
40 - 49	33	15	52	
50 - 64	34	15	51	χ^2 = 33.89*
65 and older	20	16	64	(.000)
Gender		(n = 2126)		
Male	32	14	54	χ^2 = 5.02
Female	28	17	56	(.081)
Marital Status		(n = 2124)		
Married	29	15	57	
Never married	39	22	40	
Divorced/separated	35	15	50	χ^2 = 38.56*
Widowed	20	16	65	(.000)
Education		(n = 2104)		
H.S. diploma or less	26	15	59	
Some college	30	18	53	χ^2 = 11.58*
Bachelors degree	33	14	54	(.021)
Occupation		(n = 1568)		
Mgt, prof, education	33	15	52	
Sales/office support	31	17	52	
Const, inst or maint	28	15	57	
Prodn/trans/warehs	41	14	44	
Agriculture	18	16	66	
Food serv/pers. care	38	13	49	
Hlthcare supp/safety	34	17	49	χ^2 = 34.80*
Other	38	14	48	(.002)
Yrs Lived in Comm.		(n = 2055)		
Five years or less	46	15	39	χ^2 = 35.94*
More than five years	28	16	57	(.000)

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

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

	Do you agree or disagree with the following statement? My community is powerless to control its own future.					
	Strongly disagree	*Disagree*	*Undecided*	*Agree*	*Strongly agree*	*Chi-square (sig.)*
			Percentages			
Total	14	44	23	16	4	
Community Size			(n = 2121)			
Less than 500	11	35	24	24	6	
500 - 999	10	50	21	18	1	
1,000 - 4,999	19	45	22	12	2	
5,000 - 9,999	14	45	27	13	2	χ^2 = 67.44*
10,000 and up	13	44	22	15	5	(.000)
Region			(n = 2132)			
Panhandle	9	43	25	19	5	
North Central	14	44	24	15	3	
South Central	17	46	22	13	3	
Northeast	11	42	27	18	3	χ^2 = 33.10*
Southeast	16	43	18	19	5	(.007)
Income Level			(n = 2016)			
Under $20,000	10	28	33	24	5	
$20,000 - $39,999	10	40	26	19	5	
$40,000 - $59,999	15	43	24	16	2	χ^2 = 95.41*
$60,000 and over	17	51	17	12	3	(.000)
Age			(n = 2142)			
19 - 29	20	42	22	12	4	
30 - 39	12	49	24	14	1	
40 - 49	16	41	20	19	4	
50 - 64	13	48	19	16	4	χ^2 = 54.83*
65 and older	11	38	30	17	4	(.000)
Gender			(n = 2132)			
Male	14	43	21	18	4	χ^2 = 13.66*
Female	14	44	25	14	3	(.008)
Marital Status			(n = 2133)			
Married	14	46	20	17	3	
Never married	15	42	29	11	3	
Divorced/separated	14	39	22	20	7	χ^2 = 53.52*
Widowed	10	35	39	14	3	(.000)
Education			(n = 2109)			
H.S. diploma or less	12	32	32	20	3	
Some college	11	47	21	18	4	χ^2 = 104.82*
Bachelors degree	20	49	18	10	4	(.000)
Occupation			(n = 1565)			
Mgt, prof, education	19	49	15	13	3	
Sales/office support	15	48	17	18	2	
Const, inst or maint	9	44	22	23	3	
Prodn/trans/warehs	9	39	26	20	6	
Agriculture	13	48	18	19	4	
Food serv/pers. care	17	33	28	20	2	
Hlthcare supp/safety	18	48	23	8	3	χ^2 = 62.06*
Other	15	41	28	14	1	(.000)
Yrs Lived in Comm.			(n = 2060)			
Five years or less	14	48	25	7	7	χ^2 = 25.08*
More than five years	14	43	22	17	3	(.000)

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

Appendix Table 9. *Plans to Leave Community by Community Size, Region and Individual Attributes*

	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.)*
					Percentages			
Total	4	85	11		20	35	45	
Community Size		(n = 2121)				(n = 75)		
Less than 500	4	84	12		0	75	25	
500 - 999	2	91	7		0**	25**	75**	
1,000 - 4,999	4	86	11		32	5	63	
5,000 - 9,999	4	85	11	χ^2 = 9.08	50	20	30	χ^2 = 24.25*
10,000 and up	4	83	13	(.335)	17	43	40	(.002)
Region		(n = 2134)				(n = 77)		
Panhandle	5	78	17		8	15	77	
North Central	5	79	16		42	33	25	
South Central	4	87	10		28	32	40	
Northeast	2	88	10	χ^2 = 30.19*	27	27	46	χ^2 = 17.33*
Southeast	5	87	8	(.000)	0	63	38	(.027)
Income Level		(n = 2015)				(n = 75)		
Under $20,000	5	78	17		46	36	18	
$20,000 - $39,999	2	83	14		9	27	64	
$40,000 - $59,999	5	82	13	χ^2 = 32.47*	13	46	42	χ^2 = 8.45
$60,000 and over	4	89	7	(.000)	21	35	45	(.207)
Age		(n = 2143)				(n = 76)		
19 - 29	5	81	14		50	25	25	
30 - 39	4	81	15		0	54	46	
40 - 49	3	86	11		23	54	23	
50 - 64	3	87	10	χ^2 = 15.98*	6	29	65	χ^2 = 24.72*
65 and older	3	88	9	(.043)	8	23	69	(.002)
Gender		(n = 2133)				(n = 75)		
Male	4	84	12	χ^2 = 1.20	22	34	44	χ^2 = 0.22
Female	3	86	11	(.550)	18	35	47	(.896)
Marital Status		(n = 2133)				(n = 76)		
Married	3	88	9		16	31	53	
Never married	7	73	21		35	41	24	
Divorced/separated	6	74	20	χ^2 = 63.78*	18	36	46	χ^2 = 5.47
Widowed	2	88	10	(.000)	33**	33**	33**	(.486)
Education		(n = 2108)				(n = 76)		
H.S. diploma or less	4	86	11		55	35	10	
Some college	3	84	13	χ^2 = 6.75	0	38	63	χ^2 = 25.82*
Bachelors degree	5	86	10	(.150)	13	34	53	(.000)
Occupation		(n = 1572)				(n = 59)		
Mgt, prof, education	4	86	10		20	30	50	
Sales/office support	1	84	15		0**	50**	50**	
Const, inst or maint	3	89	8		0**	33**	67**	
Prodn/trans/warehs	7	77	16		0	18	82	
Agriculture	3	90	7		14**	86**	0**	
Food serv/pers. care	4	81	15		0**	100**	0**	
Hlthcare supp/safety	4	83	13	χ^2 = 29.85*	0**	50**	50**	χ^2 = 20.71
Other	2	82	17	(.008)	0**	33**	67**	(.109)
Yrs Lived in Comm.		(n = 2062)				(n = 75)		
Five years or less	8	77	15	χ^2 = 17.19*	26	16	58	χ^2 = 4.51
More than five years	3	86	11	(.000)	18	43	39	(.105)

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

Appendix Table 10. *Measures of Individual Well-Being in Relation to Community Size, Region and Individual Attributes*

	Compared to Five Years Ago					
	Much Worse Off	*Worse Off*	*About the Same*	*Better Off*	*Much Better Off*	*Chi-square (sig.)*
			Percentages			
Total	5	21	33	33	9	
Community Size			(n = 2110)			
Less than 500	9	25	34	28	5	
500 - 999	5	18	32	34	12	
1,000 - 4,999	5	17	33	35	10	
5,000 - 9,999	4	17	31	38	10	χ^2 = 38.29*
10,000 and up	5	24	32	32	8	(.001)
Region			(n = 2176)			
Panhandle	3	27	30	33	7	
North Central	10	17	36	27	10	
South Central	5	21	31	35	9	
Northeast	5	21	34	31	9	χ^2 = 34.27*
Southeast	4	20	35	33	9	(.005)
Income Level			(n = 2056)			
Under $20,000	10	29	43	12	6	
$20,000 - $39,999	6	25	40	25	4	
$40,000 - $59,999	4	20	32	35	9	χ^2 =167.78*
$60,000 and over	4	15	25	43	13	(.000)
Age			(n = 2188)			
19 - 29	4	16	13	48	19	
30 - 39	4	19	25	40	13	
40 - 49	5	16	39	35	4	
50 - 64	7	23	30	32	8	χ^2 = 271.48*
65 and older	5	26	49	16	4	(.000)
Gender			(n = 2176)			
Male	4	22	31	35	8	χ^2 = 10.60*
Female	6	20	34	31	9	(.031)
Marital Status			(n = 2175)			
Married	5	19	30	35	10	
Never married	7	21	31	35	6	
Divorced/separated	7	25	34	28	6	χ^2 = 73.14*
Widowed	4	28	50	15	3	(.000)
Education			(n = 2151)			
H.S. diploma or less	7	23	42	22	6	
Some college	5	21	31	33	10	χ^2 = 90.96*
Bachelors degree	3	18	26	42	10	(.000)
Occupation			(n = 1597)			
Mgt, prof or education	3	16	27	44	10	
Sales or office support	9	24	32	29	6	
Constrn, inst or maint	5	27	31	32	6	
Prodn/trans/warehsing	9	20	35	30	5	
Agriculture	4	15	24	42	15	
Food serv/pers. care	8	21	33	35	4	
Hlthcare supp/safety	3	23	26	39	9	χ^2 = 77.39*
Other	4	21	27	32	16	(.000)

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

Appendix Table 10 continued

	Compared to Parents When They Were Your Age					
	Much Worse Off	*Worse Off*	*About the Same*	*Better Off*	*Much Better Off*	*Chi-square (sig.)*
			Percentages			
Total	5	19	23	41	13	
Community Size			(n = 2110)			
Less than 500	7	18	31	35	10	
500 - 999	5	20	19	40	15	
1,000 - 4,999	5	17	21	45	13	
5,000 - 9,999	2	15	22	45	16	χ^2 = 33.58*
10,000 and up	5	20	21	42	12	(.006)
Region			(n = 2175)			
Panhandle	5	21	22	38	14	
North Central	8	16	26	42	8	
South Central	4	19	19	46	12	
Northeast	5	16	25	39	15	χ^2 = 40.50*
Southeast	3	21	25	35	15	(.001)
Income Level			(n = 2051)			
Under $20,000	12	27	22	32	7	
$20,000 - $39,999	7	21	28	33	10	
$40,000 - $59,999	3	23	23	42	9	χ^2 = 131.94*
$60,000 and over	4	13	18	46	20	(.000)
Age			(n = 2183)			
19 - 29	8	15	23	37	17	
30 - 39	7	17	22	42	12	
40 - 49	4	23	20	44	10	
50 - 64	5	23	23	38	12	χ^2 = 47.12*
65 and older	3	15	25	44	14	(.000)
Gender			(n = 2171)			
Male	5	17	23	41	14	χ^2 = 4.88
Female	5	20	22	41	12	(.299)
Marital Status			(n = 2171)			
Married	4	17	22	43	14	
Never married	13	23	25	32	8	
Divorced/separated	8	28	24	31	10	χ^2 = 74.07*
Widowed	4	16	22	45	13	(.000)
Education			(n = 2147)			
H.S. diploma or less	5	18	23	39	16	
Some college	6	20	24	40	10	χ^2 = 15.80*
Bachelors degree	5	18	21	43	14	(.045)
Occupation			(n = 1591)			
Mgt, prof or education	3	19	22	42	15	
Sales or office support	5	26	26	34	9	
Constrn, inst or maint	8	23	23	36	10	
Prodn/trans/warehsing	11	19	25	32	14	
Agriculture	4	9	25	48	15	
Food serv/pers. care	6	32	25	36	2	
Hlthcare supp/safety	5	25	13	49	9	χ^2 = 87.66*
Other	2	21	22	40	15	(.000)

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

Appendix Table 10 continued

	Ten Years From Now					
	Much Worse Off	*Worse Off*	*About the Same*	*Better Off*	*Much Better Off*	*Chi-square (sig.)*
			Percentages			
Total	6	26	34	28	6	
Community Size			(n = 2088)			
Less than 500	8	36	30	23	3	
500 - 999	5	22	36	32	4	
1,000 - 4,999	5	26	32	32	5	
5,000 - 9,999	3	23	36	26	12	χ^2 = 48.24*
10,000 and up	6	25	36	28	6	(.000)
Region			(n = 2152)			
Panhandle	9	25	33	24	10	
North Central	7	28	34	26	5	
South Central	4	26	31	33	6	
Northeast	6	23	41	26	4	χ^2 = 45.71*
Southeast	6	30	32	25	9	(.000)
Income Level			(n = 2035)			
Under $20,000	10	33	29	20	7	
$20,000 - $39,999	7	32	35	23	4	
$40,000 - $59,999	7	24	38	26	5	χ^2 = 78.84*
$60,000 and over	4	21	31	36	8	(.000)
Age			(n = 2164)			
19 - 29	4	12	23	44	17	
30 - 39	4	15	29	41	11	
40 - 49	2	23	35	37	4	
50 - 64	8	31	36	23	2	χ^2 = 419.57*
65 and older	8	41	42	7	2	(.000)
Gender			(n = 2151)			
Male	7	30	32	27	5	χ^2 = 24.24*
Female	5	22	37	29	7	(.000)
Marital Status			(n = 2148)			
Married	5	26	33	30	6	
Never married	6	18	32	35	8	
Divorced/separated	8	29	34	22	8	χ^2 = 65.87*
Widowed	8	36	45	8	3	(.000)
Education			(n = 2127)			
H.S. diploma or less	8	31	36	22	3	
Some college	6	26	37	26	5	χ^2 = 70.90*
Bachelors degree	4	22	30	35	10	(.000)
Occupation			(n = 1593)			
Mgt, prof or education	3	20	30	40	8	
Sales or office support	8	25	35	32	1	
Constrn, inst or maint	7	32	33	26	3	
Prodn/trans/warehsing	8	20	35	29	8	
Agriculture	3	29	34	26	8	
Food serv/pers. care	11	40	34	9	6	
Hlthcare supp/safety	6	18	37	31	8	χ^2 = 84.57*
Other	2	26	28	35	9	(.000)

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

Appendix Table 11. *Life Has Changed So Much in Our Modern World that Most People Are Powerless to Control Their Own Lives.*

	Disagree	*Undecided*	*Agree*	*Significance*
		Percentages		
Total	51	18	31	
Community Size		(n = 2113)		
Less than 500	47	16	37	
500 - 999	50	22	28	
1,000 - 4,999	51	18	30	
5,000 - 9,999	54	18	28	χ^2 = 9.09
10,000 and up	51	18	31	(.335)
Region		(n = 2175)		
Panhandle	50	21	30	
North Central	49	22	29	
South Central	53	17	30	
Northeast	48	18	34	χ^2 = 9.43
Southeast	51	16	33	(.307)
Household Income		(n = 2055)		
Under $20,000	38	21	41	
$20,000 - $39,999	46	17	38	
$40,000 - $59,999	46	22	32	χ^2 = 74.88*
$60,000 and over	62	15	23	(.000)
Age		(n = 2187)		
19 - 29	59	15	27	
30 - 39	56	20	24	
40 - 49	55	21	25	
50 - 64	52	16	32	χ^2 = 75.03*
65 and older	36	21	43	(.000)
Gender		(n = 2176)		
Male	50	17	33	χ^2 = 2.65
Female	51	19	30	(.266)
Education		(n = 2151)		
H.S. diploma or less	38	20	42	
Some college	48	21	32	χ^2 = 97.04*
Bachelors or grad degree	64	14	22	(.000)
Marital Status		(n = 2173)		
Married	53	17	30	
Never married	51	22	28	
Divorced/separated	49	17	34	χ^2 = 33.77*
Widowed	32	23	44	(.000)
Occupation		(n = 1596)		
Mgt, prof or education	64	13	23	
Sales or office support	45	23	31	
Constrn, inst or maint	54	16	30	
Prodn/trans/warehsing	48	16	36	
Agriculture	54	18	28	
Food serv/pers. care	45	19	36	
Hlthcare supp/safety	61	16	23	χ^2 = 39.47*
Other	47	18	35	(.000)

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

Appendix Table 12. *Satisfaction with Items Affecting Well-Being, 2013*

Item	*Does Not Apply*	*Very Dissatisfied*	*Somewhat Dissatisfied*	*No Opinion*	*Somewhat Satisfied*	*Very Satisfied*
Your family	2%	1%	3%	10%	37%	48%
Your marriage	31	1	2	4	17	46
Your religion/spirituality	3	1	5	18	33	41
Your friends	2	1	4	14	42	37
Your general quality of life	1	2	5	10	47	35
Clean water	1	3	9	11	43	33
Greenery and open space	2	2	6	18	41	31
Clean air	1	2	7	14	44	31
Your housing	2	2	9	14	42	31
Your general standard of living	1	2	8	11	48	30
Your education	3	2	8	17	42	29
Your spare time	3	3	12	18	38	26
Your health	0	5	11	13	49	22
Your job satisfaction	27	3	7	10	31	21
Your job security	28	5	10	11	28	19
Your community	1	4	16	22	42	15
Job opportunities for you	19	9	16	20	22	14
Current income level	2	12	20	14	39	13
Financial security during retirement	3	21	28	15	25	8

Appendix Table 13. *Satisfaction with Items By Community Size, Region and Individual Attributes.***

	Financial security during retirement				***Current income level***			
	Dissatisfied	*No opinion*	*Satisfied*	*Significance*	*Dissatisfied*	*No opinion*	*Satisfied*	*Significance*
				Percentages				
Total	50	15	35		33	14	53	
Community Size		(n = 1938)				(n = 1973)		
Less than 500	55	15	30		34	14	52	
500 - 999	46	19	36		26	16	58	
1,000 - 4,999	52	13	36		31	16	54	
5,000 - 9,999	46	19	35	χ^2 = 12.29	36	17	47	χ^2 = 11.40
10,000 and up	51	15	35	(.139)	35	13	53	(.180)
Region		(n = 1999)				(n = 2033)		
Panhandle	52	17	32		36	17	48	
North Central	51	15	34		36	12	52	
South Central	50	13	37		30	13	57	
Northeast	49	16	35	χ^2 = 6.21	29	16	55	χ^2 = 14.86
Southeast	51	17	32	(.624)	36	16	48	(.062)
Individual Attributes:								
Household Income Level		(n = 1892)				(n = 1929)		
Under $20,000	63	22	15		64	18	18	
$20,000 - $39,999	61	16	23		47	16	37	
$40,000 - $59,999	53	14	33	χ^2 = 111.29*	35	14	52	χ^2 = 294.56*
$60,000 and over	41	13	46	(.000)	16	12	73	(.000)
Age		(n = 2008)				(n = 2045)		
19 - 29	48	17	35		33	7	60	
30 - 39	60	13	27		33	11	56	
40 - 49	57	15	28		31	16	54	
50 - 64	55	13	32	χ^2 = 67.78*	36	13	51	χ^2 = 50.08*
65 and older	36	19	46	(.000)	30	23	47	(.000)
Gender		(n = 2000)				(n = 2036)		
Male	47	17	36	χ^2 = 10.09*	30	15	55	χ^2 = 5.33
Female	54	14	33	(.006)	35	14	51	(.070)
Education		(n = 1978)				(n = 2018)		
High school diploma or less	51	20	29		38	19	43	
Some college	54	14	32	χ^2 = 33.39*	36	17	47	χ^2 = 106.04*
Bachelors or grad degree	46	12	42	(.000)	25	7	69	(.000)
Marital Status		(n = 1998)				(n = 2034)		
Married	49	15	36		28	14	57	
Never married	57	12	32		42	8	50	
Divorced/separated	69	10	21	χ^2 = 48.18*	54	11	35	χ^2 = 89.11*
Widowed	35	24	41	(.000)	31	27	42	(.000)
Occupation		(n = 1488)				(n = 1547)		
Mgt, prof or education	44	14	42		27	9	64	
Sales or office support	58	13	29		34	17	50	
Constrn, inst or maint	61	16	22		42	16	42	
Prodn/trans/warehsing	71	13	16		42	11	48	
Agriculture	44	18	38		26	13	61	
Food serv/pers. care	65	15	21		67	10	24	
Hlthcare supp/safety	56	7	37	χ^2 = 70.12*	30	13	57	χ^2 = 69.29*
Other	47	19	34	(.000)	29	16	56	(.000)

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

** Only the five items with the highest combined proportion of very and somewhat dissatisfied responses are included.

Appendix Table 13 continued

	Job opportunities for you				***Your job security***			
	Dissatisfied	*No opinion*	*Satisfied*	*Significance*	*Dissatisfied*	*No opinion*	*Satisfied*	*Significance*
				Percentages				
Total	31	25	44		20	15	65	
Community Size		(n = 1664)				(n = 1489)		
Less than 500	37	27	37		20	19	62	
500 - 999	36	26	38		13	14	73	
1,000 - 4,999	26	27	48		15	13	72	
5,000 - 9,999	28	22	50	χ^2 = 20.86*	23	14	63	χ^2 = 27.97*
10,000 and up	34	23	43	(.008)	25	16	59	(.000)
Region		(n = 1705)				(n = 1527)		
Panhandle	34	30	36		22	19	59	
North Central	32	28	40		23	15	62	
South Central	32	22	47		20	12	68	
Northeast	31	22	47	χ^2 = 19.21*	19	12	69	χ^2 = 20.56*
Southeast	28	31	41	(.014)	18	22	60	(.008)
Individual Attributes:								
Household Income Level		(n = 1647)				(n = 1479)		
Under $20,000	42	24	34		42	22	36	
$20,000 - $39,999	43	33	25		29	20	51	
$40,000 - $59,999	36	26	37	χ^2 = 134.12*	27	17	56	χ^2 = 146.18*
$60,000 and over	22	19	59	(.000)	11	9	80	(.000)
Age		(n = 1715)				(n = 1536)		
19 - 29	32	18	51		24	8	69	
30 - 39	35	17	48		16	16	69	
40 - 49	32	25	43		20	14	66	
50 - 64	33	28	39	χ^2 = 54.46*	21	18	61	χ^2 = 37.42*
65 and older	20	42	38	(.000)	13	27	60	(.000)
Gender		(n = 1708)				(n = 1531)		
Male	26	29	45	χ^2 = 31.04*	17	16	67	χ^2 = 8.31*
Female	37	20	43	(.000)	23	14	63	(.016)
Education		(n = 1693)				(n = 1518)		
High school diploma or less	28	34	38		24	21	55	
Some college	34	28	39	χ^2 = 55.38*	21	17	62	χ^2 = 41.31*
Bachelors or grad degree	32	16	53	(.000)	17	9	74	(.000)
Marital Status		(n = 1706)				(n = 1531)		
Married	29	24	48		17	14	69	
Never married	38	24	39		29	11	60	
Divorced/separated	48	26	26	χ^2 = 55.66*	32	22	46	χ^2 = 45.67*
Widowed	27	45	27	(.000)	13	24	63	(.000)
Occupation		(n = 1448)				(n = 1401)		
Mgt, prof or education	26	17	57		17	11	72	
Sales or office support	42	19	39		27	17	56	
Constrn, inst or maint	38	31	31		14	20	66	
Prodn/trans/warehsing	41	33	27		31	20	49	
Agriculture	25	29	46		15	12	73	
Food serv/pers. care	42	33	24		29	17	54	
Hlthcare supp/safety	28	22	50	χ^2 = 80.42*	13	9	78	χ^2 = 62.37*
Other	31	25	43	(.000)	23	17	60	(.000)

* Chi-square values are statistically significant at the .05 level.
** Only the five items with the highest combined proportion of very and somewhat dissatisfied responses are included.

Appendix Table 13 continued

	Your community			
	Dissatisfied	*No opinion*	*Satisfied*	*Significance*
		Percentages		
Total	20	23	58	
Community Size		(n = 2021)		
Less than 500	17	25	59	
500 - 999	19	20	61	
1,000 - 4,999	17	24	60	
5,000 - 9,999	17	22	62	χ^2 = 24.49*
10,000 and up	26	23	52	(.002)
Region		(n = 2081)		
Panhandle	22	25	53	
North Central	19	25	56	
South Central	21	21	57	
Northeast	17	22	62	χ^2 = 9.10
Southeast	21	22	57	(.334)
Individual Attributes:				
Household Income Level		(n = 1976)		
Under $20,000	24	27	48	
$20,000 - $39,999	20	29	51	
$40,000 - $59,999	27	19	54	χ^2 = 60.89*
$60,000 and over	14	20	66	(.000)
Age		(n = 2092)		
19 - 29	22	23	55	
30 - 39	20	19	61	
40 - 49	24	22	54	
50 - 64	19	24	57	χ^2 = 10.89
65 and older	17	23	60	(.208)
Gender		(n = 2084)		
Male	21	25	55	χ^2 = 8.18*
Female	19	20	60	(.017)
Education		(n = 2060)		
High school diploma or less	21	28	51	
Some college	21	26	53	χ^2 = 47.71*
Bachelors or grad degree	19	15	67	(.000)
Marital Status		(n = 2083)		
Married	19	22	59	
Never married	24	25	51	
Divorced/separated	28	22	50	χ^2 = 17.54*
Widowed	14	27	59	(.007)
Occupation		(n = 1556)		
Mgt, prof or education	18	20	62	
Sales or office support	26	24	50	
Constrn, inst or maint	20	33	47	
Prodn/trans/warehsing	34	25	42	
Agriculture	15	21	64	
Food serv/pers. care	29	10	60	
Hlthcare supp/safety	17	16	67	χ^2 = 57.28*
Other	21	20	59	(.000)

* Chi-square values are statistically significant at the .05 level.
** Only the five items with the highest combined proportion of very and somewhat dissatisfied responses are included

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