NEBRASKA RURAL POLL

A Research Report

Life in Nonmetropolitan Nebraska: Perceptions of Well-Being

2014 Nebraska Rural Poll Results

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Executive Summary

Nebraska farm income decreased in 2013 compared to the previous year. However, Nebraska's per capita income has been above the national average since 2011. 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 nineteen years? This paper provides a detailed analysis of these questions.

This report details 1,943 responses to the 2014 Nebraska Rural Poll, the nineteenth 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 eighteen 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 (77%), trusting (64%) and supportive (69%).
  - ✓ *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. Just over one in three (31%) indicate it would be easy for their household to leave their community and 14 percent gave a neutral response.
  - ✓ *Most rural Nebraskans disagree that their community is powerless to control its future.* Over one-half (61%) 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 friendly, trusting and supportive. Seventy-three percent of persons living in or near communities with populations less than 500 say their community is trusting, compared to 60 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 38 percent of persons living in or near communities with populations of 1,000 or more say their community has changed for the better during the

past year, compared to 24 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 of 5,000 or more believe their community will be a better place to live ten years from now, compared to 16 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%), library services (72%), parks and recreation (71%), religious organizations (70%), and education (K-12) (68%). 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, quality of housing, public transportation services and local government in their community.

- ***Rural Nebraskans are more positive about their current situation compared to last year.*** One-half (50%) of rural Nebraskans believe they are better off than they were five years ago, compared to 42 percent last year. The proportion of rural Nebraskans who believe they are worse off than they were five years ago decreased from 26 percent last year to 17 percent this year.

- ***Rural Nebraskans' outlook on their future is much more positive this year compared to last year.*** The proportion of rural Nebraskans that believe they will be better off ten years from now increased sharply from 34 percent last year (the lowest of all 19 years of the study) to 44 percent this year. The proportion of respondents stating they will be worse off ten years from now declined sharply from 32 percent last year (the highest of all 19 years) to 22 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.*** Four items had sharp increases in the level of satisfaction this year as compared to last year: clean air, greenery and open space, job security, and your community. As an example, 85 percent of rural Nebraskans are satisfied with clean air this year (the highest of all 19 years), compared to 76 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, 65 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 22 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, 55 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 32 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-four 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

Nebraska farm income decreased in 2013 compared to the previous year. However, Nebraska's per capita income has been above the national average since 2011. 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 nineteen years? This paper provides a detailed analysis of these questions.

This report details 1,943 responses to the 2014 Nebraska Rural Poll, the nineteenth 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 1,943 responses from Nebraskans living in 86 counties in the state.[1] A self-administered questionnaire was mailed in April to 6,813 randomly selected households, including an oversample of 500 Hispanic households. Metropolitan counties not included in the sample were Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington. The 14-page questionnaire included questions pertaining to well-being, community, successful communities, personal safety and employment. This paper reports only results from the community and wellbeing sections.

A 29% 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 2008 - 2012 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.

1 In the spring of 2013, the Grand Island area (Hall, Hamilton, Howard and Merrick Counties) was designated a metropolitan area. To facilitate comparisons from previous years, these four counties are still included in our sample. In addition, the Sioux City area metropolitan counties of Dixon and Dakota were added this year because of a joint Metro Poll being conducted by the University of Nebraska at Omaha that ensures all counties in the state were sampled. Although classified as metro, Dixon County is rural in nature. Dakota County is similar in many respects to other "micropolitan" counties the Rural Poll surveys.

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. Sixty-eight percent are married (Appendix Table 1) and 69 percent live within the city limits of a town or village. On average, respondents have lived in Nebraska 42 years and have lived in their current community 27 years. Fifty-five 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-four percent of the respondents report their 2013 approximate household income from all sources, before taxes, as below $40,000. Fifty-four percent report incomes over $50,000.

Sixty-nine percent were employed in 2013 on a full-time, part-time, or seasonal basis. Twenty-one percent are retired. Thirty-nine percent of those employed reported working in a management, professional, or education occupation. Twelve percent indicated they were employed in agriculture.

Trends in Community Ratings (1996 - 2014)

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

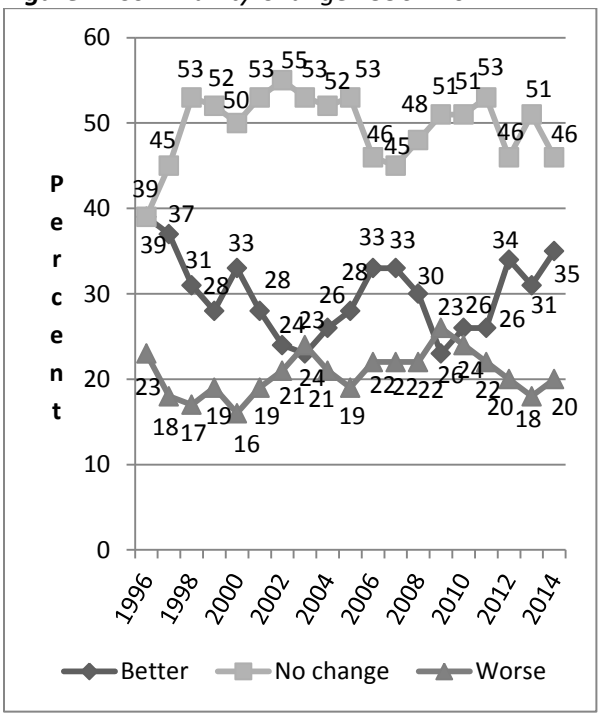
Community Change

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 nineteen 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 changed for the better compared to last year (Figure 1). Following a seven year period of general decline, the proportion saying their community has changed for the better increased from 23 percent in 2003 to 33 percent in 2007. It then declined to 23 percent in 2009 (the lowest proportion of all 19 years, also occurring in 2003).

Figure 1. *Community Change 1996 - 2014*



However, the proportion viewing positive change in their community then increased to 34 percent in 2012, declined slightly to 31 percent last year and then increased to 35 percent this year.

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 declined in both 2006 and 2007. Then it steadily increased to 53 percent in 2011. However, the proportion dropped to 46 percent in 2012, then increased to 51 percent last year before declining again to 46 percent this year.

The proportion saying their community has changed for the worse has remained fairly steady across all nineteen 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 steadily decreased to 18 percent last year before increasing slightly to 20 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 nineteen year period, ranging from 69 to 77 percent. The proportion of respondents who view their community as trusting has also remained fairly steady, ranging from 59 to 66 percent.

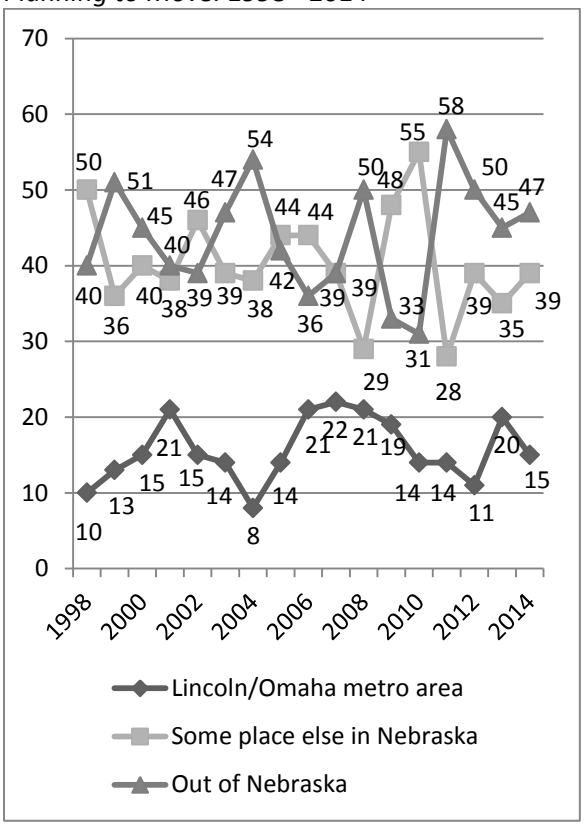
A similar pattern emerged when examining the proportion of respondents who rated their community as supportive. The proportions rating their community as supportive have ranged from 60 percent to 69 percent over the nineteen year period.

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 seventeen 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 three years, the proportion of expected movers planning to leave the state generally declined from 58 percent in 2011 (an

Figure 2. *Expected Destination of Those Planning to Move: 1998 - 2014*



all-time high) to 47 percent this year.

The proportion of expected movers planning to move to either the Omaha or Lincoln area had generally declined between 2006 and 2012, from 21 percent to 11 percent. However, it increased sharply to 20 percent last year before decreasing to 15 percent this year. And, the proportion of expected movers planning to move to other areas of rural Nebraska has generally increased since 2011 from 28 percent to 39 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 nineteen studies; however, in 1996 they were also asked about the availability of these services. Therefore, comparisons will only be made between the last eighteen 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 eighteen years. However, the proportion of rural Nebraskans satisfied with many social services has declined across all eighteen 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 47 percent this year. In addition, satisfaction with entertainment services (entertainment, retail shopping and restaurants) have also generally declined over the past eighteen years. Satisfaction with retail shopping has declined from 53 percent in 1997 to 33 percent this year (the lowest in all 18 years).

Some services had sizeable decreases in satisfaction levels this year as compared to last year. Satisfaction with streets and roads declined from 53 percent last year to 44 percent this year. And, satisfaction with parks and recreation declined from 76 percent last year to 71 percent this year (the lowest level across all 18 years). Satisfaction with Head Start programs *increased* this year. However, the phrase “or early childhood education programs” was added this year which likely affected this change by making the item more inclusive.

The Community and Its Attributes in 2014

In this section, the 2014 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 38 percent of persons living in or near communities with populations of 1,000 or more believe their community has changed for the better, compared to 24 percent of persons

Table 1. *Proportion of Respondents Very or Somewhat Satisfied with Each Service, 1997 - 2014*

Service/Amenity	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Fire protection	*	*	*	*	*	*	*	*	*	86	85	86	87	85	86	85	86	86
Library services	78	78	72	79	71	74	74	74	72	73	74	75	74	73	73	72	73	72
Parks/recreation	77	77	75	77	73	74	76	75	74	75	74	75	74	74	75	76	76	71
Religious org.	*	*	*	*	*	*	*	*	*	72	72	73	71	71	70	72	71	70
Education (K-12)	71	74	72	73	69	69	69	68	68	68	68	70	68	68	68	68	68	68
Sewge/waste disp*	*	*	*	*	*	*	*	*	*	66	66	67	66	65	65	64	67	64
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	62
Law enforcement	66	64	63	64	61	63	65	63	63	64	63	62	64	65	63	65	64	62
Cell phone services	*	*	*	*	*	*	*	*	*	49	54	58	61	60	64	63	65	60
Internet service	*	*	*	*	*	*	*	*	*	50	51	57	58	56	60	59	59	56
Comm recycling	*	*	*	*	*	*	*	*	*	*	50	48	52	54	54	54	58	53
Cost of housing	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	50
Quality of housing	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	44
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	47
Nursing home care	63	62	59	56	55	57	57	55	55	53	46	47	45	46	46	45	43	47
Streets and roads*	*	*	*	*	*	*	*	*	*	*	55	49	51	47	48	49	53	44
Streets	*	59	62	59	51	61	62	59	60	60	*	*	*	*	*	*	*	*
Highway/bridge	*	66	68	68	65	69	70	69	70	69	*	*	*	*	*	*	*	*
Restaurants	59	57	56	55	53	51	54	56	54	54	50	45	47	47	48	48	46	40
Head start prgrms	44	41	37	40	39	38	40	41	39	37	29	26	28	29	27	27	27	39
Local government*	*	*	*	*	*	*	*	*	*	41	40	38	41	40	41	42	40	37
County govt.	48	53	53	49	49	47	51	48	47	*	*	*	*	*	*	*	*	*
City/village govt.	46	50	51	45	46	45	48	45	46	*	*	*	*	*	*	*	*	*
Child day care svcs	*	*	*	*	*	*	*	*	*	*	*	*	32	34	35	35	32	34
Retail shopping	53	48	49	47	47	45	45	49	47	45	41	39	40	41	37	39	38	33
Day care services	51	50	45	46	43	44	45	47	45	42	31	28	*	*	*	*	*	*
Entertainment	38	35	34	33	33	32	33	36	32	34	30	26	29	32	30	30	31	26
Arts/cult activities	*	*	*	*	*	*	*	*	*	*	26	25	24	27	27	27	26	24
Mental health svcs	34	32	29	30	29	30	30	31	30	27	23	23	24	23	24	25	23	21
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	17
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	*	*	*	*	*	*	*	*

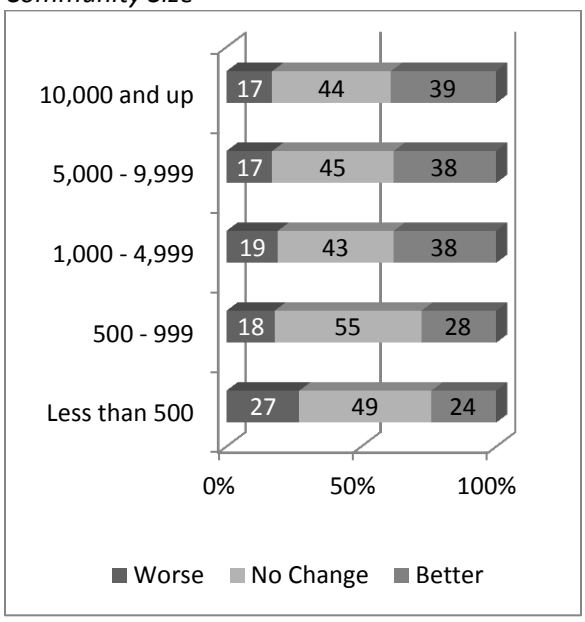
* = Not asked that particular year; * New items added in 2007 that combine previous items (indented below each).

living in or near communities with less than 500 people (Figure 3). And, over one-quarter (27%) of persons living in or near communities with populations less than 500 say their community has changed for the worse during the past year.

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 during the past year (see Appendix Figure 1 for the counties included in each region). Forty-one 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 Southeast region.

Newcomers to the community are more likely than long-term residents to say their community has changed for the better during the past year. Just under one-half (46%) of persons who have lived in the community for five years or less believe their community has changed for the better during the past year. In comparison, one-third of persons who have lived in their community for more than five years shared this opinion.

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



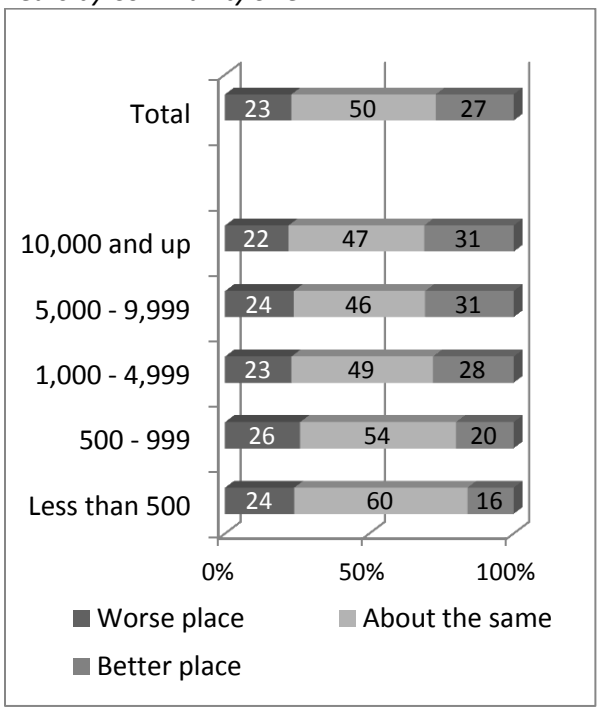
Other groups most likely to say their community has changed for the better during the past year include: persons with the highest household incomes, persons under the age of 40, persons with higher education levels, and persons with healthcare support or public safety occupations.

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 over one-quarter (27%) of rural Nebraskans expect their community will be a better place to live ten years from now. One-half (50%) expect it to be about the same and over one in five (23%) think their community will be a worse place to live ten years from now.

Respondents' perceptions differ by the size of their community, the region in which they live 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 greater than 5,000 believe their community will be a better place to live ten years from now, compared to 16 percent of persons living in or near communities with less than 500 people.

Persons living in the South Central region are more likely than persons living in other regions of the state to say their community will be a better place to live ten years from now. One-third (33%) of persons living in the South Central region believe their community will be a better place to live ten years from now, compared to 18 percent of residents of the Southeast region.

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



Newcomers are more likely than long-term residents to say their community will be a better place to live ten years from now. Thirty-nine percent of persons who have lived in their community for less than five years believe their community will be a better place to live ten years from now, compared to 25 percent of persons who have lived in the community for more than five years.

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, younger persons, persons who have never married, persons with higher education levels, and persons with healthcare support or public safety occupations.

Community Social Dimensions

In addition to asking respondents about their perceptions of the change occurring in their community, they were also asked to rate its social dimensions. They were asked if they would describe their communities as friendly or unfriendly, trusting or distruting, and supportive or hostile. Overall, respondents rate their communities as friendly (77%), trusting (64%) and supportive (69%).

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 friendly, trusting and supportive. Seventy-three percent of persons living in or near communities with populations under 500 say their community is trusting, compared to 60 percent of persons living in or near communities with populations of 10,000 or more.

Persons with higher income levels are more likely than persons with lower incomes to rate their community as supportive. Seventy-three percent of persons with household incomes of $60,000 or more rate their community as supportive, compared to 58 percent of persons with household incomes under $20,000. Both persons with the highest income levels and persons with the lowest incomes are the groups most likely to rate their community as trusting.

Younger persons are more likely than older persons to rate their community as supportive. Over seven in ten persons under the age of 40 rate their community as supportive, compared to 65 percent of persons age 40 to 49.

When comparing responses by marital status, persons who are divorced/separated are the group *least* likely to rate their community as supportive.

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 61 percent of persons with less education.

Persons with food service or personal care occupations are more likely than persons with different occupations to view their community as friendly.

Newcomers to a community are more likely than long-term residents to view their community as friendly, trusting and supportive. Eighty-seven percent of persons who have lived in their community for five years or less rate their community as friendly, compared to 75 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 five 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%), library services (72%), parks and recreation (71%), religious organizations (70%), and education (K-12) (68%) (Appendix Table 5). At least one-third of the respondents are either "very dissatisfied" or "somewhat dissatisfied" with entertainment (56%), retail shopping (55%), restaurants (49%), streets and roads (49%), arts/cultural activities (44%), quality of housing (40%), public transportation services (36%) and local government (36%).

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, 67 percent of persons under the age of 30 are dissatisfied with the entertainment in their community, compared to only 38 percent of persons age 65 and older.

Persons living in or near mid-sized communities are more likely than persons living in or near both smaller and larger communities to express dissatisfaction with entertainment, retail shopping and restaurants. For example, 58 percent of persons living in or near communities with populations ranging from 1,000 to 4,999 are dissatisfied with their restaurants, compared to 39 percent of persons living in or near communities with populations less than 500.

Residents of the Panhandle are the regional group most likely to express dissatisfaction with their community's entertainment, retail shopping and restaurants. Almost three-quarters (73%) of Panhandle residents are dissatisfied with the retail shopping in their community, compared to 48 percent of the residents of the South Central region.

Persons with higher household incomes are more likely than persons with lower incomes to express dissatisfaction with the entertainment, retail shopping and restaurants in their community. 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 occupations classified as other are the occupation group most likely to be dissatisfied with the retail shopping and restaurants in their community. The following

occupation groups are most likely to express dissatisfaction with the entertainment in their community: persons with healthcare support or public safety occupations; persons with occupations classified as other; and persons with management, professional or education occupations.

Panhandle residents are more likely than residents of other regions of the state to be dissatisfied with their streets and roads. Sixty-three percent of Panhandle residents express dissatisfaction with their streets and roads, compared to 41 percent of residents of the South Central region.

Other groups most likely to express dissatisfaction with their streets and roads include: persons living in communities with populations ranging from 5,000 to 9,999; persons with lower education levels; and persons with occupations classified as other.

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. Fifty-three percent of persons living in or near communities of this size are dissatisfied with the arts/cultural activities, compared to approximately 40 percent of persons living in or near communities with populations of 5,000 or more.

Other groups most likely to be dissatisfied with their arts/cultural activities include: Panhandle residents, persons age 30 to 49, persons with the highest education levels and persons with occupations classified as other.

Persons living in or near mid-size communities are more likely than persons living in both smaller and larger communities to be dissatisfied with the quality of housing in their community. One-half (50%) of persons living in or near communities with populations ranging from 5,000 to 9,999 are dissatisfied with the quality of housing, compared to 32 percent of persons living in or near communities with populations less than 500.

Other groups most likely to be dissatisfied with the quality of housing in their community include: Panhandle residents, persons under the age of 65, persons with higher education levels and persons with occupations classified as other.

Panhandle residents are the regional group most likely to be dissatisfied with their local government. One-half (50%) of Panhandle residents say they are dissatisfied with their local government, compared to 33 percent of persons living in the North Central region.

Other groups most likely to express dissatisfaction with their local government include: persons age 40 to 64, persons with lower education levels, and person with occupations classified as other.

Persons living in or near the largest communities are more likely than persons living in smaller communities to express dissatisfaction with public transportation services. Forty-one percent of persons living in or near communities with populations of 10,000 or more are dissatisfied with public transportation services, compared to 33 percent of persons living in or near communities with populations less than 500.

Other groups most likely to be dissatisfied with their public transportation services include: Panhandle residents, persons with lower household incomes, persons with the highest education levels, persons with occupations classified as other, and persons with management, professional or education occupations.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to express dissatisfaction with the cost of housing in their community.

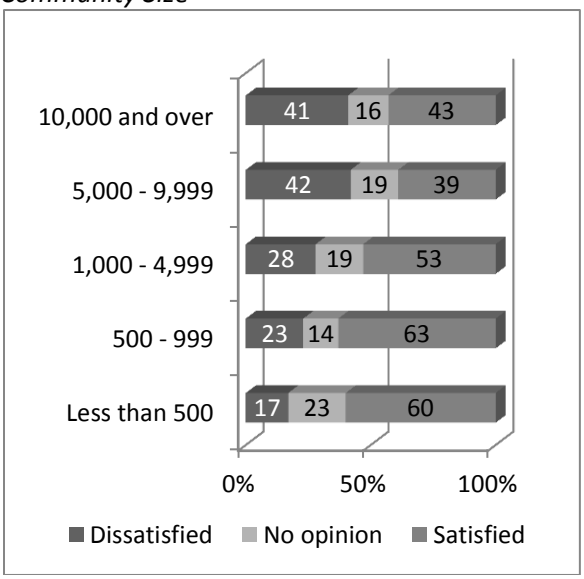
Approximately 41 percent of persons living in or near communities with populations of 5,000 or more are dissatisfied with their community's cost of housing, compared to 17 percent of persons living in or near communities with populations less than 500 (Figure 5).

Other groups most likely to be dissatisfied with their community's cost of housing include: Panhandle residents, persons with the lowest household incomes, persons age 40 to 49, and persons with occupations classified as other.

Younger persons are more likely than older persons to express dissatisfaction with their community recycling. Forty-five percent of persons age 19 to 29 are dissatisfied with their community recycling, compared to 20 percent of persons age 65 and older.

The other groups most likely to be dissatisfied with their community recycling include: persons living in or near larger communities, Panhandle residents, persons with higher education levels, persons with food service or personal care occupations, and persons with healthcare support or public safety occupations.

Figure 5. *Satisfaction with Cost of Housing by Community Size*



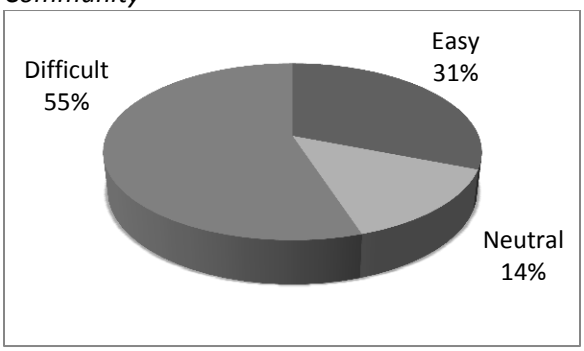
Feelings About Community

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] (Figure 6). Just over one in three (31%) 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

Figure 6. *Difficulty or Ease of Leaving Community*



[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.

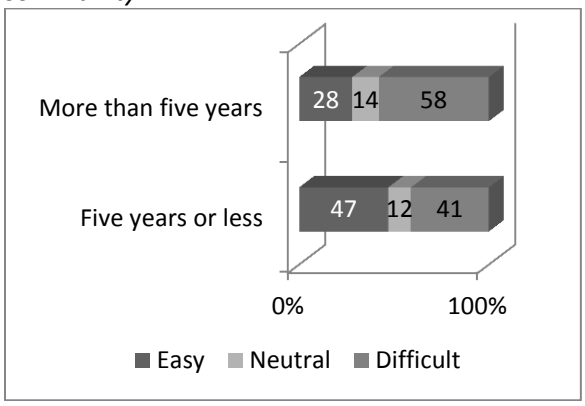
65 or older think it would be difficult to leave their community, compared to approximately 51 percent of persons under the age of 65. Similarly, widowed persons are the marital group most likely to say it would be difficult to leave their community. Sixty-three percent of widowed respondents believe it would be difficult to leave their community, compared to 43 percent of persons who are divorced or separated.

Persons living in or near smaller communities are more likely than persons living in or near larger communities to say it would be difficult to leave their community. Approximately 59 percent of persons living in or near communities with populations under 1,000 believe it would be difficult to leave their community, compared to 48 percent of persons living in or near communities with populations ranging from 5,000 to 9,999.

Persons with occupations in agriculture are more likely than persons with different occupations to say it would be difficult to leave their community. Seventy percent of persons with agriculture occupations say it would be difficult to leave their community, compared to 47 percent of persons with the following types of occupations: food service or personal care, healthcare support or public safety, and those classified as other.

Long term residents of the community are more likely than newcomers to say it would be difficult to leave their community. Over one-half (58%) of persons who have lived in their community for more than five years say it would be difficult to leave their community, compared to 41 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

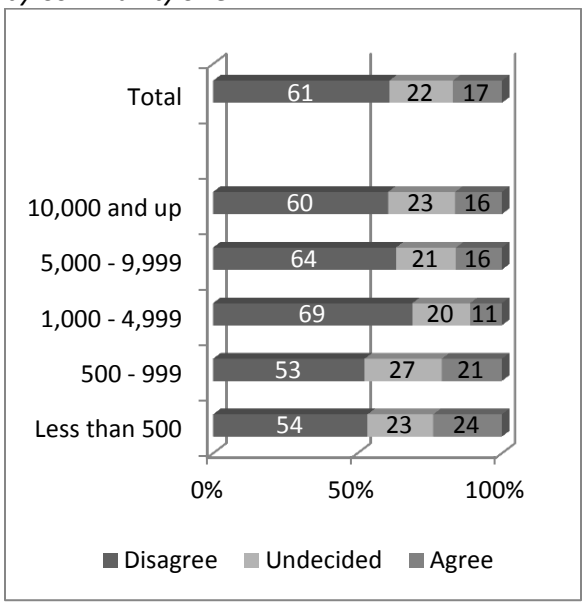
Respondents were next asked a question to determine if they view their community as powerless. They were asked, "Do you agree or disagree with the following statement? My community is powerless to control its own future." They were given a five-point scale that ranged from strongly disagree to strongly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

Most rural Nebraskans disagree that their community is powerless to control its own future. Just over six in ten rural Nebraskans (61%) strongly disagree or disagree that their community is powerless to control its own future. Just under one in five rural Nebraskans (17%) believe their community is powerless to control its future and just under one-quarter (22%) 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 mid-size communities are more likely than persons living in or near the smallest and largest communities to disagree that their community is powerless to control its own future (Figure 8). Sixty-nine percent of persons living in or near communities with populations ranging from 1,000 to 4,999 disagree with that statement, compared to approximately 54 percent of persons living in or near communities with less than 1,000 people. Almost one-quarter (24%) of persons living in or near communities with populations less than 500 agree that their

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



community is powerless to control its own future.

Residents of the South Central region are more likely than persons living in other regions of the state to disagree that their community is powerless to control its future. Almost two-thirds (65%) of South Central residents disagree with the statement, compared to 56 percent of Panhandle residents.

Newcomers to the community are more likely than long-term residents to disagree that their community is powerless to control its future. Seventy-one percent of persons who have lived in their community for five years or less disagree with that statement, compared to 60 percent of persons who have lived in their community for more than five years.

Other groups most likely to disagree that their community is powerless to control its own future include: persons with higher household incomes, younger persons, males, married persons, persons who have never married, and persons with higher education levels.

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 six percent indicate they are planning to move from their community in the next year, 10 percent are uncertain and 84 percent have no plans to move. Of those who are planning to move, less than one-half (47%) plan to leave Nebraska. Over one-half plan to remain in the state, with 15 percent planning to move to either the Lincoln or Omaha area and 39 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). Persons living in or near mid-sized communities are more likely than persons living in or near the smallest and largest communities to be planning to move from their community in the next year. Eleven percent of the persons living in or near communities with populations ranging from 1,000 to 4,999 are planning to move from their community next year, compared to four percent of persons living or near communities with populations less than 1,000.

Younger persons are more likely than older persons to be planning to move from their community in the next year. Thirteen percent of persons between the ages of 19 and 29 are planning to move next year, compared to only three percent of persons age 65 and older. Furthermore, 13 percent of the youngest persons are uncertain if they plan to move.

Persons who have never married are the marital group most likely to be planning to move from their community. Fifteen percent of persons who have never married are planning to move in the next year, compared to three percent of the widowed respondents. An additional 14 percent of the persons who have never married are uncertain if they plan to move.

Persons with the lowest household incomes are more likely than persons with higher incomes to be planning to move from their community in the next year. Fourteen percent of persons with household incomes less than $20,000 are planning to move from their community, compared to four percent of persons with household incomes over $60,000. Additionally, 14 percent of persons with the lowest household incomes are uncertain if they plan to move.

Persons with food service or personal care occupations are more likely than persons with different occupations to be planning to leave the community. Fourteen percent of persons with these types of occupations are planning to move from their community next year, compared to one percent of persons with construction, installation or maintenance occupations.

Newcomers to the community are more likely than long-term residents to be planning to leave their community in the next year. Eighteen percent of persons who have lived in their community five years or less are planning to move in the next year, compared to four percent of persons who have lived in their community for more than five years. An additional 11 percent of newcomers are uncertain if they plan to move.

Potential movers who have lower household incomes are more likely than potential movers who have higher incomes to be planning to leave the state. Over two-thirds (67%) of potential movers with household incomes less than $20,000 expect to leave the state, compared to 28 percent of potential movers with household incomes greater than $60,000.

Male potential movers are more likely than female potential movers to be planning to leave the state. Over one-half (52%) of male potential movers expect to leave Nebraska, compared to 43 percent of female potential movers.

Trends in Well-Being (1996 - 2014)

Comparisons are made between the well-being data collected this year to the eighteen 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

nineteen 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 more positive about their current situation compared to last year. One-half (50%) of rural Nebraskans believe they are better off than they were five years ago, compared to 42 percent last year. The proportion of rural Nebraskans who believe they are worse off than they were five years ago decreased from 26 percent last year to 17 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 nineteen year period.

Figure 9. *Well-Being Compared to Five Years Ago: 1996 - 2014*

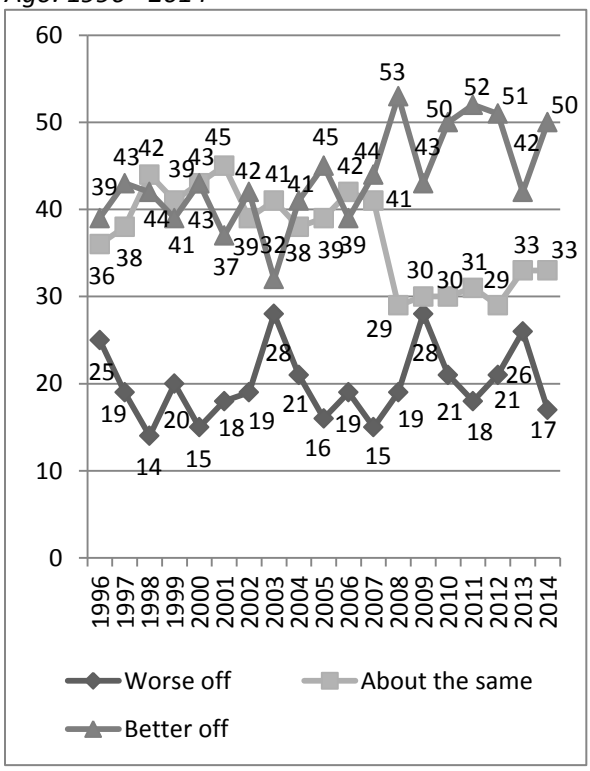
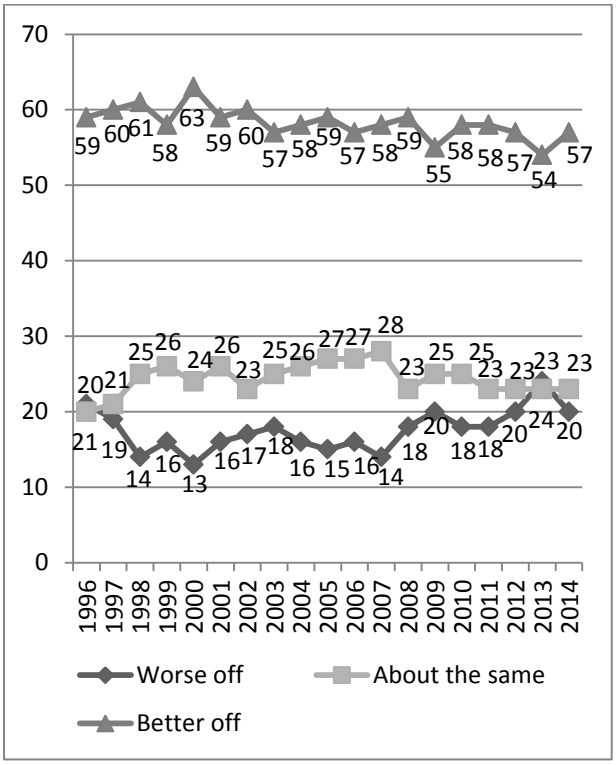


Figure 10. *Well-Being Compared to Parents: 1996 - 2014*



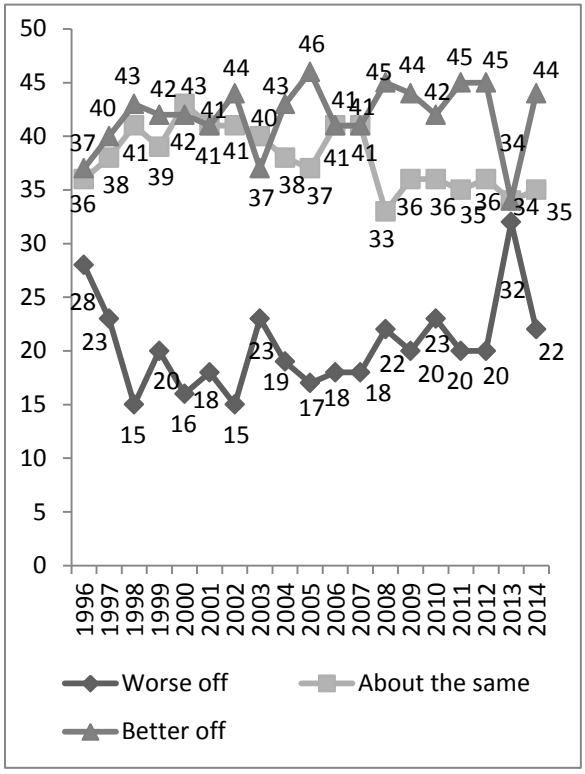
Similarly, the proportion feeling they are worse off than their parents has remained steady at approximately 17 percent during this period.

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.

Rural Nebraskans' outlook on their future is much more positive this year compared to last year. The proportion of rural Nebraskans that believe they will be better off ten years from now increased sharply from 34 percent last year (the lowest of all 19 years of the study) to 44 percent this year.

The proportion of respondents stating they will be worse off ten years from now declined sharply from 32 percent last year (the highest of all 19 years) to 22 percent this year. The proportion stating they will be about the same

Figure 11. *Well-Being Ten Years from Now: 1996 - 2014*



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 35 percent the past six 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 19 year period). However, the proportion then increased to 56 percent in 2012 before declining to 50 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 in 2012 to 32 percent this year. The proportion of those who were undecided each year first increased over time, from 10 percent in 1996 to 22 percent in 2010. It has since declined to 17 percent this year.

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."

Figure 12. *"…People are Powerless to Control Their Own Lives": 1996 - 2014*

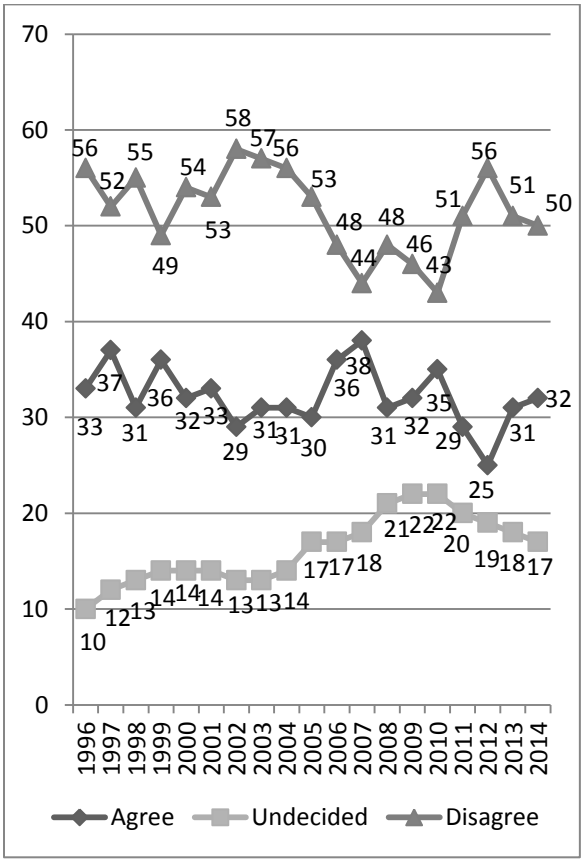


Table 2. *Proportions of Respondents Very or Somewhat Satisfied with Each Factor, 1996 - 2014.**

Item	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Your marriage	NA	NA	91	92	93	92	93	92	94	92	94	90	92	92	90	90	90	91	91
Your family	90	93	92	89	93	89	90	90	90	89	91	88	91	85	89	89	87	86	87
Your day to day personal safety	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	87
Clean air	NA	NA	NA	NA	80	81	82	79	78	79	80	74	80	75	79	82	79	76	85
Your general quality of life	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	82	84	86	81	83	83
Greenery and open space	NA	NA	90	87	86	86	87	82	80	83	85	80	82	80	81	82	84	74	82
Your transportation	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	82
Your general standard of living	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	77	79	83	79	79	80
Clean water	NA	NA	NA	NA	73	75	76	75	73	73	74	68	76	72	77	78	76	77	80
Your friends	84	85	87	84	87	86	85	85	86	83	84	82	85	82	84	84	81	80	79
Your education	73	73	74	74	76	72	74	74	72	71	74	74	77	67	74	77	74	73	77
Your housing	NA	75	81	80	80	78	78	79	77	78	76	73	77	73	76	77	74	74	76
Your religion/ spirituality	79	79	81	78	83	79	79	78	78	75	75	78	79	75	77	76	78	76	75
Your job satisfaction	68	69	69	66	70	69	70	68	72	72	69	68	76	71	70	72	71	72	73
Your job security	63	64	63	59	68	66	65	62	66	65	66	64	73	59	66	67	67	65	73
Your health	78	81	78	75	77	74	74	75	73	71	73	74	77	66	73	75	70	71	72
Your spare time**	54	NA	71	65	71	66	67	67	66	65	68	68	71	66	67	72	70	66	66
Your ability to afford your residence	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	65
Your community	65	64	70	68	70	67	63	62	64	66	62	62	66	63	64	65	59	58	64
Your current income level	54	58	53	46	51	48	48	47	49	48	50	50	53	47	50	55	53	53	55
Your ability to build assets/ wealth	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	51
Job opportunities	39	41	38	37	36	38	37	35	34	39	43	40	48	32	42	38	46	44	44
Financial security during retirement	43	47	43	38	43	37	38	30	34	38	39	39	38	24	32	38	35	35	39

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.

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, and education continue to be items given high satisfaction ratings by respondents. Items in the middle category include job satisfaction, job security, their health, 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.

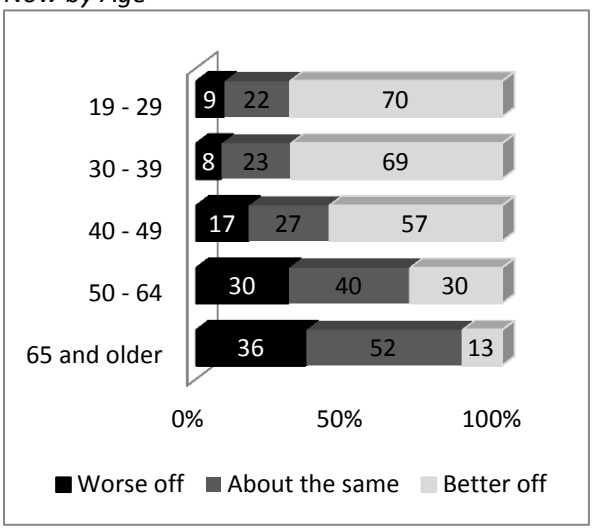
Four items had sharp increases in the level of satisfaction this year as compared to last year: clean air, greenery and open space, job security, and your community. As an example, 85 percent of rural Nebraskans are satisfied with clean air this year (the highest of all 19 years), compared to 76 percent last year.

General Well-Being by Subgroups

In this section, the 2014 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, are better off compared to their parents when they were their age and will be better off ten years from now. Over two-thirds (69%) of persons age 19 to 39 believe they are much better off or better off than they were five years ago. However, just three in ten (30%) persons age 65 and older share this opinion. Similarly, approximately 69 percent of persons age 19 to 39 believe they will be much better off or better off ten years from now, compared to only 13 percent of persons age 65 and older (Figure 13).

Figure 13. *Expected Well-Being Ten Years from Now by 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, 65 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 22 percent of persons with household incomes under $20,000 share this optimism. And, 55 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 32 percent of persons with household incomes under $20,000.

Persons with higher educational levels are more likely than persons with less education to think they are better off compared to five years ago and will be better off ten years from now. Fifty-three percent of persons with at least a four-year college degree believe they will be much better off or better off ten years from now. Only 33 percent of persons with a high

school diploma or less education share this optimism.

Persons living in or near mid-sized communities are more likely than persons living in or near the smallest or largest communities to believe they are better off compared to their parents when they were their age. Sixty-two percent of persons living in or near communities with populations ranging from 1,000 to 4,999 believe they are much better off or better off compared to their parents when they were their age, while 52 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 and will be better off ten years from now. As an example, 56 percent of the South Central region residents think they are much better off or better off than they were five years ago, compared to 40 percent of the Panhandle residents.

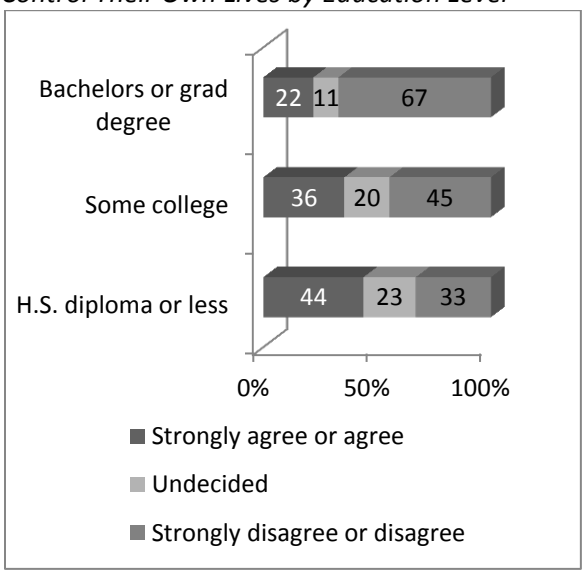
When comparing the marital groups, persons who have never married are the group most likely to believe they are better off than they were five years ago and will be better off ten years from now. The widowed respondents are the marital group most likely to believe they are better off compared to their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

Persons with construction, installation or maintenance occupations are the occupation group most likely to believe they are better off compared to five years ago. Fifty-nine percent of persons with these types of occupations believe they are better off compared to five years ago. In comparison, only 41 percent of persons with sales or office support occupations share the same opinion. Persons with management, professional or education occupations and persons with agriculture occupations are the groups most likely to believe they are better off compared to their parents when they were their age.

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-four 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.

Panhandle residents are more likely than residents of other regions of the state to agree that people are powerless to control their own lives. Forty-one percent of Panhandle residents agree with the statement, compared to 27

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



percent of persons living in the Southeast region of the state.

Older persons are more likely than younger persons to agree that people are powerless to control their own lives. Forty-four percent of persons age 65 and older agree with the statement, compared to one-quarter (25%) of persons under the age of 40.

The other groups most likely to believe people are powerless to control their own lives include: persons with lower household incomes, widowed respondents, persons who are divorced or separated, persons with food service or personal care occupations and persons with production, transportation and warehousing occupations.

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 (50%), clean air (47%), their marriage (46%), greenery and open space (44%), clean water (43%), their day to day personal safety (43%), and their religion/spirituality (42%). Items receiving the highest proportion of very dissatisfied responses include: financial security during retirement (18%), current income level (11%), and their job opportunities (10%).

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-five percent of persons with household incomes under $20,000 report being dissatisfied with their financial security during retirement, compared to 33 percent of persons with household incomes of $60,000 or more.

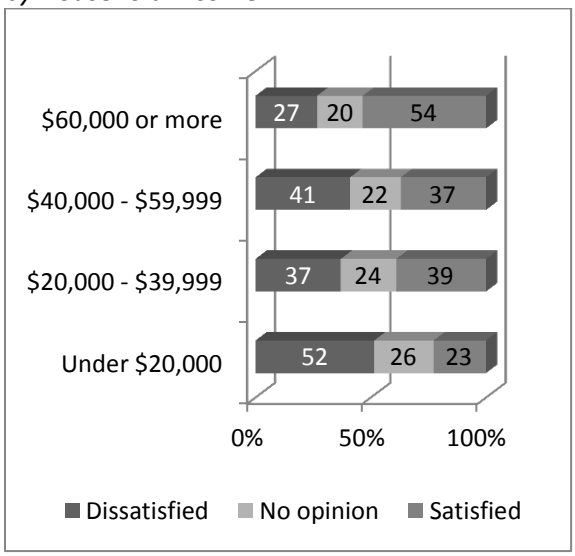
Persons between the ages of 40 and 49 are the age group most likely to be dissatisfied with their financial security during retirement. Just over one-half (54%) of persons age 40 to 49 are dissatisfied with their financial security during retirement, compared to 29 percent of persons age 65 and older.

Other groups most likely to be dissatisfied with their financial security during retirement include: females, persons with some college education but not a four year degree, divorced or separated respondents, and persons with food service or personal care occupations.

Persons with lower household incomes are more likely than persons with higher household incomes to report being dissatisfied with their job opportunities (Figure 15). Over one-half (52%) of persons with household incomes under $20,000 are dissatisfied with their job opportunities, compared to 27 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 over one-half (51%) of divorced or separated persons are dissatisfied with their job

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



opportunities, compared to 20 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 64 are dissatisfied with their job opportunities. In comparison, only 24 percent of persons age 65 and older are dissatisfied with their job opportunities.

Females are more likely than males to be dissatisfied with their job opportunities. Thirty-nine percent of females are dissatisfied with their job opportunities, compared to 29 percent of males.

Other groups most likely to say they are dissatisfied with their job opportunities include persons with the highest education levels and persons with food service or personal care occupations.

Persons with lower household incomes are more likely than persons with higher household incomes to express dissatisfaction with their ability to build assets/wealth. Over one-half (57%) of persons with household incomes under $20,000 are dissatisfied with their ability to build assets/wealth. In comparison, only 22 percent of persons with household incomes of $60,000 or more share this dissatisfaction. Other groups most likely to express dissatisfaction with their ability to build assets/wealth include: persons age 40 to 49, females, persons with some college education but without a four year degree, divorced or separated respondents, persons with food service or personal care occupations, and persons with healthcare support or public safety occupations.

Persons with lower household incomes are more likely than persons with higher household incomes to be dissatisfied with their current income level. Almost six in ten (59%) 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 17 percent of persons with agriculture occupations.

Other groups most likely to report being dissatisfied with their current income level include: persons age 30 to 64, females, persons with lower education levels, and persons who are divorced or separated.

Persons with food service or personal care occupations are more likely than persons with different occupations to be dissatisfied with their ability to afford their residence. Forty-four

percent of persons with these types of occupations are dissatisfied with their ability to afford their residence. In comparison, only six percent of persons with agriculture occupations are dissatisfied with their ability to afford their residence.

Persons with lower household incomes are more likely than persons with higher incomes to express dissatisfaction with their ability to afford their residence. Almost one-half (48%) of persons with household incomes under $20,000 are dissatisfied with their ability to afford their residence; however, only 12 percent of persons with household incomes of $60,000 or more are dissatisfied with this item.

Other groups most likely to be dissatisfied with their ability to afford their residence include: Panhandle residents, persons age 19 to 29, females, persons with some college education but without a four year degree, persons who have never married, 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.

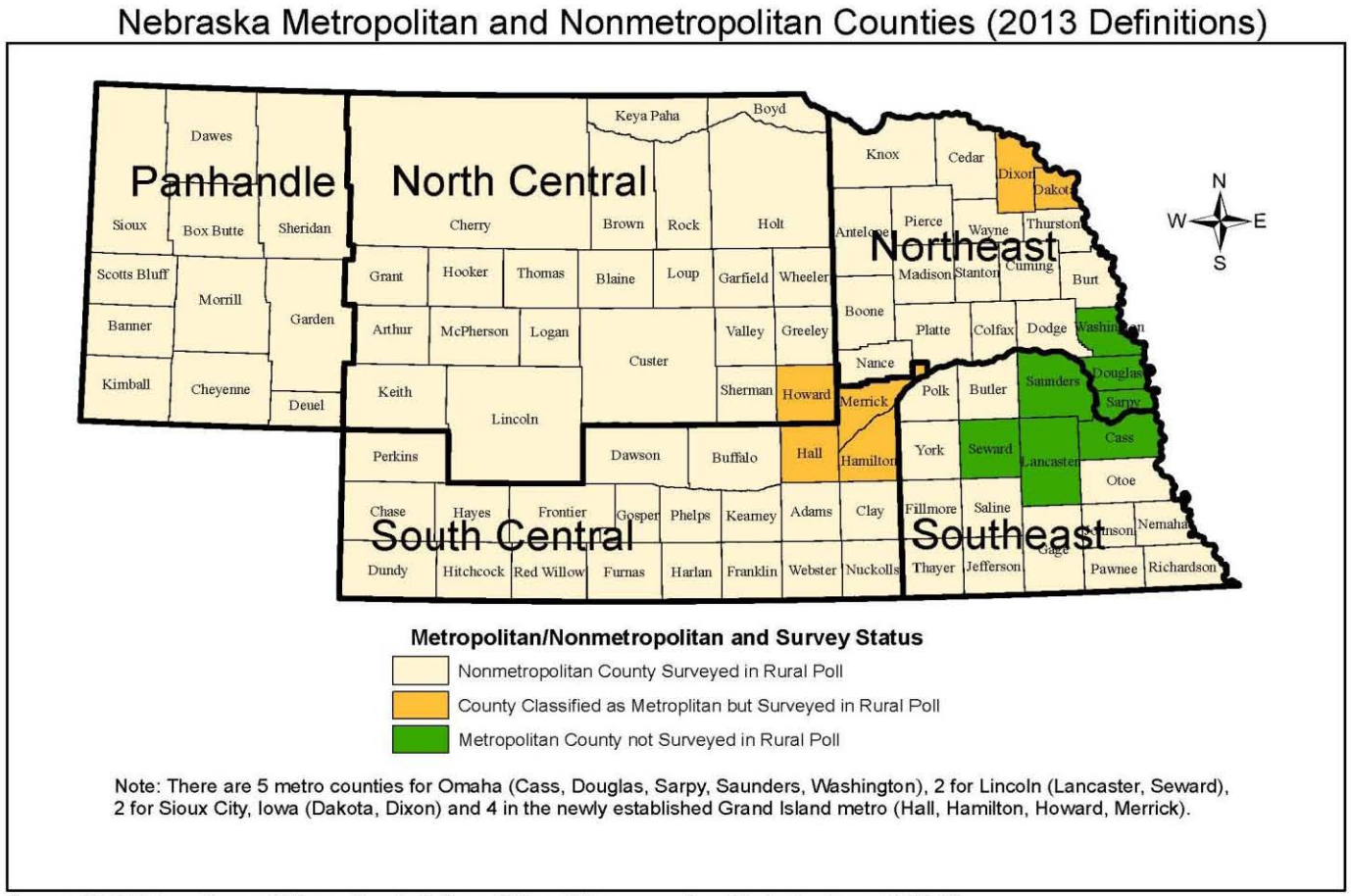
Except for a few services that are largely unavailable in rural communities, rural Nebraskans are generally satisfied with basic community services and amenities. They are most satisfied with: fire protection, library services, parks and recreation, religious organizations and education (K – 12). On the other hand, at least one-third of rural Nebraskans are dissatisfied with the retail shopping, entertainment, streets and roads, restaurants, arts/cultural activities, quality of housing, public transportation services and local government in their community.

Rural Nebraskans are more positive about their current situation compared to last year. One-half (50%) of rural Nebraskans believe they are better off than they were five years ago, compared to 42 percent last year. Similarly, rural Nebraskans' outlook on their future is much more positive this year compared to last year. The proportion of rural Nebraskans that believe they will be better off ten years from now increased sharply from 34 percent last year (the lowest of all 19 years of the study) to 44 percent this year.

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.

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



Source: 2013 Metropolitan and Micropolitan Definitions, Office of Management and Budget, released 2-28-13

Prepared by: David Drozd, Center for Public Affairs Research, University of Nebraska at Omaha - August 11, 2014

Appendix Table 1. *Demographic Profile of Rural Poll Respondents*[1] *Compared to 2010 Census and 2008 – 2012 American Community Survey 5 Year Average for Nebraska**

	2014 Poll	***2013 Poll***	***2012 Poll***	***2011 Poll***	***2010 Poll***	***2009 Poll***	***2008 - 2012 ACS***
Age : [2]							
20 - 39	32%	31%	31%	31%	32%	32%	30.7%
40 - 64	46%	44%	44%	44%	44%	44%	45.6%
65 and over	23%	24%	24%	24%	24%	24%	23.7%
Gender: [3]							
Female	57%	51%	61%	60%	59%	57%	50.9%
Male	43%	49%	39%	40%	41%	43%	49.1%
Education: [4]							
Less than 9th grade	1%	1%	1%	1%	1%	2%	4.7%
9th to 12th grade (no diploma)	3%	3%	3%	3%	3%	3%	7.3%
High school diploma (or equiv.)	18%	23%	22%	26%	25%	26%	34.3%
Some college, no degree	23%	25%	25%	23%	25%	25%	26.2%
Associate degree	16%	15%	15%	16%	14%	15%	10.0%
Bachelors degree	24%	22%	24%	19%	20%	20%	12.6%
Graduate or professional degree	16%	12%	11%	12%	11%	10%	5.0%
Household Income: [5]							
Less than $10,000	5%	5%	6%	6%	6%	6%	6.0%
$10,000 - $19,999	7%	7%	10%	10%	10%	9%	12.6%
$20,000 - $29,999	8%	13%	11%	13%	13%	13%	12.6%
$30,000 - $39,999	14%	10%	10%	14%	12%	13%	11.9%
$40,000 - $49,999	12%	15%	12%	11%	13%	12%	10.5%
$50,000 - $59,999	13%	10%	13%	12%	11%	13%	9.8%
$60,000 - $74,999	13%	11%	14%	12%	13%	14%	11.3%
$75,000 or more	29%	29%	25%	22%	23%	21%	25.2%
Marital Status: [6]							
Married	68%	70%	70%	66%	71%	68%	62.4%
Never married	12%	12%	10%	14%	9%	10%	16.9%
Divorced/separated	12%	9%	11%	11%	11%	11%	12.4%
Widowed/widower	8%	9%	10%	10%	9%	11%	8.3%

[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 non-metro population 20 years of age and over.

[4] 2008-2012 American Community Survey universe is non-metro population 18 years of age and over.

[5] 2008-2012 American Community Survey universe is all non-metro households.

[6] 2008-2012 American Community Survey universe is non-metro population 20 years of age and over.

*Comparison numbers are estimates taken from the American Community Survey five-year sample and may reflect significant margins of error for areas with relatively small populations.

Appendix Table 2. *Perceptions of Community Change by Community Size, Region and Individual Attributes*

	Communities across the nation are undergoing change. When you think about this past year, would you say... My community has changed for the			
	Worse	*No Change*	*Better*	*Significance*
		Percentages		
Total	20	46	35	
Community Size		(n = 1768)		
Less than 500	27	49	24	
500 - 999	18	55	28	
1,000 - 4,999	19	43	38	χ^2 = 33.11*
5,000 - 9,999	17	45	38	(.000)
10,000 and up	17	44	39	
Region		(n = 1826)		
Panhandle	24	48	28	
North Central	19	41	41	
South Central	15	44	41	χ^2 = 34.33*
Northeast	19	49	33	(.000)
Southeast	25	49	26	
Income Level		(n = 1682)		
Under $20,000	23	46	31	
$20,000 - $39,999	22	48	30	χ^2 = 23.91*
$40,000 - $59,999	24	45	32	(.001)
$60,000 and over	15	45	40	
Age		(n = 1834)		
19 - 29	16	45	40	
30 - 39	12	44	44	
40 - 49	22	45	33	χ^2 = 27.54*
50 - 64	23	47	30	(.001)
65 and older	21	46	33	
Gender		(n = 1791)		
Male	18	48	34	χ^2 = 2.51
Female	20	44	35	(.285)
Marital Status		(n = 1775)		
Married	19	47	34	
Never married	18	43	39	
Divorced/separated	24	47	28	χ^2 = 7.59
Widowed	21	45	34	(.270)
Education		(n = 1783)		
H.S. diploma or less	20	52	28	
Some college	25	47	28	χ^2 = 66.38*
Bachelors or grad degree	13	42	45	(.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 = 1287)		
Mgt, prof or education	18	41	41	
Sales or office support	24	46	30	
Constrn, inst or maint	16	54	30	
Prodn/trans/warehsing	24	48	28	
Agriculture	18	47	34	
Food serv/pers. care	25	45	30	
Hlthcare supp/safety	14	42	44	$\chi^2 = 31.21$*
Other	18	60	22	(.005)
Yrs Lived in Community		(n = 1632)		
Five years or less	10	43	46	$\chi^2 = 26.67$*
More than five years	22	46	33	(.000)

* 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	23	50	27	
Community Size		(n = 1772)		
Less than 500	24	60	16	
500 - 999	26	54	20	
1,000 - 4,999	23	49	28	χ^2 = 32.30*
5,000 - 9,999	24	46	31	(.000)
10,000 and up	22	47	31	
Region		(n = 1830)		
Panhandle	31	47	23	
North Central	23	53	25	
South Central	21	46	33	χ^2 = 32.38*
Northeast	22	50	28	(.000)
Southeast	23	59	18	
Income Level		(n = 1684)		
Under $20,000	23	59	18	
$20,000 - $39,999	27	48	25	χ^2 = 22.61*
$40,000 - $59,999	24	52	24	(.001)
$60,000 and over	21	47	32	
Age		(n = 1836)		
19 - 29	27	41	32	
30 - 39	19	47	34	
40 - 49	23	48	29	χ^2 = 32.53*
50 - 64	24	54	22	(.000)
65 and older	22	56	22	
Gender		(n = 1794)		
Male	22	52	26	χ^2 = 1.99
Female	24	49	27	(.369)
Marital Status		(n = 1780)		
Married	23	51	26	
Never married	27	39	35	
Divorced/separated	25	53	22	χ^2 = 19.23*
Widowed	18	60	22	(.004)
Education		(n = 1785)		
H.S. diploma or less	23	57	20	
Some college	28	50	22	χ^2 = 51.39*
Bachelors or grad degree	19	46	35	(.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 = 1286)		
Mgt, prof or education	24	45	32	
Sales or office support	17	49	34	
Constrn, inst or maint	25	62	13	
Prodn/trans/warehsing	22	53	26	
Agriculture	26	53	20	
Food serv/pers. care	32	37	31	
Hlthcare supp/safety	19	46	35	χ^2 = 34.72*
Other	29	48	24	(.002)
Yrs Lived in Community		(n = 1633)		
Five years or less	17	45	39	χ^2 = 24.56*
More than five years	25	50	25	(.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	8	15	77		16	20	64		13	18	69	
Community Size		(n = 1757)				(n = 1739)				(n = 1722)		
Less than 500	5	11	84		9	18	73		11	18	71	
500 - 999	7	11	82		13	20	67		13	13	73	
1,000 - 4,999	9	13	78	χ^2 =	15	20	65	χ^2 =	8	19	73	χ^2 =
5,000 - 9,999	10	16	73	22.74*	16	21	64	21.23*	14	14	72	27.41*
10,000 and up	9	19	72	(.004)	20	21	60	(.007)	17	20	63	(.001)
Region		(n = 1812)				(n = 1789)				(n = 1777)		
Panhandle	7	13	80		17	22	62		12	17	71	
North Central	7	14	79		15	17	68		12	19	69	
South Central	9	15	76	χ^2 =	15	19	66	χ^2 =	13	16	71	χ^2 =
Northeast	9	16	75	5.57	16	21	63	3.92	14	20	66	5.98
Southeast	6	15	79	(.696)	15	22	63	(.864)	11	21	69	(.650)
Individual Attributes												
Income Level		(n = 1671)				(n = 1651)				(n = 1638)		
Under $20,000	9	17	74		13	19	69		14	27	58	
$20,000 - $39,999	7	14	79	χ^2 =	14	24	62	χ^2 =	12	20	68	χ^2 =
$40,000 - $59,999	7	18	75	7.96	20	22	58	17.05*	14	19	67	21.50*
$60,000 and over	9	13	79	(.241)	15	17	68	(.009)	12	15	73	(.001)
Age		(n = 1819)				(n = 1795)				(n = 1782)		
19 - 29	7	11	83		14	22	64		7	21	72	
30 - 39	8	14	78		16	13	72		6	19	75	
40 - 49	10	16	74	χ^2 =	17	21	63	χ^2 =	21	14	65	χ^2 =
50 - 64	8	16	75	10.26	16	23	62	13.77	14	19	67	43.80*
65 and older	7	16	77	(.247)	15	21	65	(.088)	14	18	68	(.000)
Gender		(n = 1776)		χ^2 =		(n = 1757)		χ^2 =		(n = 1742)		χ^2 =
Male	9	14	77	1.48	15	22	63	4.21	13	20	67	3.09
Female	7	15	77	(.476)	16	19	65	(.122)	13	17	70	(.213)

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 = 1764)				(n = 1741)				(n = 1729)		
Married	8	15	77		16	19	65		13	17	70	
Never married	5	9	85	χ^2 =	13	21	66	χ^2 =	9	19	72	χ^2 =
Divorced/separated	10	18	72	12.22	17	25	59	6.87	16	25	60	12.99*
Widowed	6	14	80	(.057)	12	22	66	(.333)	14	18	68	(.043)
Education		(n = 1769)				(n = 1747)				(n = 1734)		
H.S. diploma or less	8	18	74	χ^2 =	16	24	61	χ^2 =	10	24	66	χ^2 =
Some college	9	16	75	13.52*	17	22	61	16.62*	15	19	66	19.03*
Bachelors degree	7	12	81	(.009)	14	16	70	(.002)	13	14	73	(.001)
Occupation		(n = 1285)				(n = 1280)				(n = 1268)		
Mgt, prof or education	7	14	79		17	16	68		11	16	73	
Sales or office support	5	18	77		20	17	64		12	18	70	
Constrn, inst or maint	5	23	72		18	26	56		20	17	63	
Prodn/trans/warehsing	8	14	77		12	28	60		10	21	69	
Agriculture	13	11	77	χ^2 =	14	22	64	χ^2 =	13	19	69	χ^2 =
Food serv/pers. care	4	9	87	28.80*	10	17	73	22.39	6	27	67	22.21
Hlthcare supp/safety	10	12	78	(.011)	16	23	61	(.071)	10	18	72	(.074)
Other	12	24	64		14	14	73		22	16	62	
Yrs Lived in Comm.		(n = 1625)		χ^2 =		(n = 1607)		χ^2 =		(n = 1596)		χ^2 =
Five years or less	6	7	87	20.10*	18	14	68	7.42*	8	19	73	7.75*
More than five years	9	16	75	(.000)	15	22	63	(.024)	14	18	68	(.021)

* 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	56	18	26
Retail shopping	55	13	33
Restaurants	49	11	40
Streets and roads	49	7	44
Arts/cultural activities	44	32	24
Quality of housing	40	16	44
Local government	36	27	37
Public transportation services	36	47	17
Cost of housing	32	18	50
Community recycling	30	17	53
Internet service	30	15	56
Cellular phone service	29	11	60
Mental health services	27	52	21
Medical care services	24	14	62
Law enforcement	24	15	62
Nursing home care	18	36	47
Child day care services	17	48	34
Education (K - 12)	16	16	68
Parks and recreation	15	14	71
Senior centers	12	42	47
Sewage/waste disposal	12	23	64
Head Start or early childhood education programs	11	50	39
Library services	8	20	72
Religious organizations	6	24	70
Fire protection	4	10	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***			***Streets and roads***			***Restaurants***		
	Dissatisfied	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*
						Percentages						
Community Size		(n = 1750)			(n = 1758)			(n = 1713)			(n = 1757)	
Less than 500	49	27	24	47	25	28	48	9	44	39	17	44
500 - 999	55	22	23	55	15	30	43	6	51	47	19	34
1,000 - 4,999	60	16	24	54	14	32	51	5	45	58	8	34
5,000 - 9,999	57	17	26	65	8	27	59	8	33	51	10	40
10,000 and over	58	14	28	56	7	37	47	8	46	47	9	44
Chi-square (sig.)		χ^2 = 31.01* (.000)			χ^2 = 69.92* (.000)			χ^2 = 21.17* (.007)			χ^2 = 50.46* (.000)	
Region		(n = 1810)			(n = 1815)			(n = 1772)			(n = 1815)	
Panhandle	65	13	22	73	9	19	63	8	30	60	11	30
North Central	55	25	21	49	22	30	43	14	44	45	16	39
South Central	56	15	29	48	10	41	41	7	52	45	9	46
Northeast	53	20	27	57	14	29	59	4	36	49	12	39
Southeast	58	18	24	57	10	34	45	5	50	50	10	41
Chi-square (sig.)		χ^2 = 23.42* (.003)			χ^2 = 68.65* (.000)			χ^2 = 78.51* (.000)			χ^2 = 26.34* (.001)	
Income Level		(n = 1667)			(n = 1671)			(n = 1633)			(n = 1673)	
Under $20,000	55	25	20	49	18	33	52	5	43	42	19	38
$20,000 - $39,999	52	22	26	55	14	31	49	6	44	44	14	42
$40,000 - $59,999	61	13	26	52	12	35	47	6	48	50	9	42
$60,000 and over	59	16	25	60	10	30	49	8	42	54	9	38
Chi-square (sig.)		χ^2 = 22.13* (.001)			χ^2 = 18.05* (.006)			χ^2 = 6.72 (.348)			χ^2 = 29.63* (.000)	
Age		(n = 1816)			(n = 1824)			(n = 1778)			(n = 1822)	
19 - 29	67	13	21	56	19	25	49	5	46	49	14	37
30 - 39	65	14	21	64	13	23	46	8	47	59	11	30
40 - 49	60	13	27	57	9	34	49	8	43	53	9	38
50 - 64	56	20	24	57	12	32	52	7	41	49	11	39
65 and over	38	28	35	43	12	45	47	7	46	36	11	53
Chi-square (sig.)		χ^2 = 85.20* (.000)			χ^2 = 58.58* (.000)			χ^2 = 6.87 (.550)			χ^2 = 48.86* (.000)	
Education		(n = 1762)			(n = 1770)			(n = 1729)			(n = 1770)	
H.S. diploma or less	49	23	28	44	15	42	50	8	43	39	12	49
Some college	55	19	25	54	14	32	54	5	42	48	13	39
College grad	62	14	24	62	10	28	45	8	47	55	9	36
Chi-square (sig.)		χ^2 = 21.83* (.000)			χ^2 = 35.50* (.000)			χ^2 = 15.81* (.003)			χ^2 = 30.40* (.000)	
Occupation		(n = 1279)			(n = 1278)			(n = 1259)			(n = 1279)	
Mgt, prof, education	66	12	22	62	10	28	41	8	51	56	9	35
Sales/office support	61	15	24	53	10	36	50	7	43	52	8	40
Const, inst or maint	61	15	24	59	12	29	61	5	34	53	10	37
Prodn/trans/warehs	54	12	34	41	25	34	47	10	44	38	13	49
Agriculture	40	35	26	49	22	29	53	10	38	35	20	45
Food serv/pers. care	50	14	37	50	19	31	58	1	41	42	16	42
Hlthcare supp/safety	68	11	21	62	7	31	58	6	36	58	11	31
Other	67	22	12	75	3	22	64	5	31	72	3	25
Chi-square (sig.)		χ^2 = 76.33* (.000)			χ^2 = 53.57* (.000)			χ^2 = 39.16* (.000)			χ^2 = 52.74* (.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.

	Arts/cultural activities			***Quality of housing***			***Local government***			***Public transportation services***		
	Dissatisfied	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*
						Percentages						
Community Size		(n = 1744)			(n = 1732)			(n = 1756)			(n = 1737)	
Less than 500	42	38	20	32	20	48	36	22	42	33	58	9
500 - 999	53	31	16	45	14	41	36	26	38	37	47	16
1,000 - 4,999	48	29	23	45	16	39	34	27	39	34	50	17
5,000 - 9,999	40	35	25	50	13	36	34	31	35	28	50	22
10,000 and over	41	30	28	34	16	51	40	26	34	41	40	19
Chi-square (sig.)		χ^2 = 24.97* (.002)			χ^2 = 37.41* (.000)			χ^2 = 11.23 (.189)			χ^2 = 38.66* (.000)	
Region		(n = 1803)			(n = 1792)			(n = 1814)			(n = 1792)	
Panhandle	51	24	24	55	13	33	50	27	24	47	39	14
North Central	43	36	21	46	21	33	33	23	44	29	54	18
South Central	42	32	26	39	12	49	35	26	40	37	46	18
Northeast	41	36	23	35	19	46	34	29	37	32	53	15
Southeast	48	29	23	34	15	50	36	28	36	39	42	19
Chi-square (sig.)		χ^2 = 13.82 (.087)			χ^2 = 51.65* (.000)			χ^2 = 27.83* (.001)			χ^2 = 26.64* (.001)	
Income Level		(n = 1661)			(n = 1649)			(n = 1670)			(n = 1655)	
Under $20,000	46	36	18	42	18	40	42	25	34	41	39	21
$20,000 - $39,999	39	41	20	39	19	43	36	31	34	43	42	15
$40,000 - $59,999	43	33	25	38	13	50	32	29	39	31	51	19
$60,000 and over	48	26	25	43	14	43	37	24	39	36	50	15
Chi-square (sig.)		χ^2 =27.83* (.000)			χ^2 = 12.27 (.056)			χ^2 = 10.70 (.098)			χ^2 = 21.26* (.002)	
Age		(n = 1811)			(n = 1800)			(n = 1819)			(n = 1796)	
19 - 29	46	38	16	40	13	47	27	43	30	38	51	11
30 - 39	51	31	18	46	11	43	32	34	34	36	51	12
40 - 49	50	26	24	44	15	41	41	23	36	33	50	17
50 - 64	47	30	23	43	16	41	43	21	36	39	45	16
65 and over	27	38	35	27	24	50	32	20	48	31	43	26
Chi-square (sig.)		χ^2 = 73.00* (.000)			χ^2 = 46.78* (.000)			χ^2 = 85.19* (.000)			χ^2 = 35.80* (.000)	
Education		(n = 1760)			(n = 1748)			(n = 1768)			(n = 1748)	
H.S. diploma or less	32	46	22	33	21	46	37	28	35	29	47	24
Some college	43	33	24	39	17	44	40	26	34	37	47	17
College grad	51	25	24	45	12	43	32	27	41	39	48	13
Chi-square (sig.)		χ^2 = 53.50* (.000)			χ^2 = 24.63* (.000)			χ^2 = 12.42* (.014)			χ^2 = 26.35* (.000)	
Occupation		(n = 1281)			(n = 1274)			(n = 1279)			(n = 1274)	
Mgt, prof, education	53	23	25	48	9	43	35	25	40	42	43	15
Sales/office support	52	25	23	41	19	41	29	38	32	34	44	22
Const, inst or maint	36	38	27	39	20	41	45	34	21	25	65	10
Prodn/trans/warehs	34	46	21	33	14	53	43	22	35	27	52	22
Agriculture	39	44	18	43	20	37	28	28	43	26	63	11
Food serv/pers. care	40	32	28	39	18	43	31	25	45	39	39	23
Hlthcare supp/safety	53	27	20	42	12	46	45	25	30	39	49	13
Other	62	17	22	51	17	32	50	22	28	43	40	17
Chi-square (sig.)		χ^2 = 54.79* (.000)			χ^2 = 32.52* (.003)			χ^2 = 39.91* (.000)			χ^2 = 47.32* (.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.

	Cost of housing			*Community recycling*		
	Dissatisfied	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*
			Percentages			
Community Size		(n = 1737)			(n = 1746)	
Less than 500	17	23	60	27	22	51
500 - 999	23	14	63	27	21	52
1,000 - 4,999	28	19	53	32	16	52
5,000 - 9,999	42	19	39	30	23	47
10,000 and over	41	16	43	30	12	58
Chi-square (sig.)		χ^2 = 81.57* (.000)			χ^2 = 24.81* (.002)	
Region		(n = 1794)			(n = 1807)	
Panhandle	44	14	42	42	20	38
North Central	29	20	51	22	21	58
South Central	34	16	50	29	14	58
Northeast	31	20	49	31	16	53
Southeast	26	19	55	28	22	50
Chi-square (sig.)		χ^2 = 23.59* (.003)			χ^2 = 38.51* (.000)	
Income Level		(n = 1654)			(n = 1663)	
Under $20,000	43	22	35	30	20	50
$20,000 - $39,999	30	21	50	30	19	51
$40,000 - $59,999	32	17	52	29	17	53
$60,000 and over	32	14	54	31	15	53
Chi-square (sig.)		χ^2 = 27.18* (.000)			χ^2 = 3.39 (.758)	
Age		(n = 1801)			(n = 1815)	
19 - 29	26	13	61	45	14	41
30 - 39	35	11	54	36	17	46
40 - 49	42	10	48	26	18	56
50 - 64	35	20	45	27	19	54
65 and over	22	32	46	20	17	63
Chi-square (sig.)		χ^2 = 107.91* (.000)			χ^2 = 63.78* (.000)	
Education		(n = 1751)			(n = 1760)	
H.S. diploma or less	34	26	40	22	22	56
Some college	29	18	53	31	18	51
College grad	34	13	53	34	14	53
Chi-square (sig.)		χ^2 = 35.92* (.000)			χ^2 = 22.12* (.000)	
Occupation		(n = 1274)			(n = 1278)	
Mgt, prof, education	32	11	57	34	15	51
Sales/office support	34	17	49	31	14	55
Const, inst or maint	28	21	51	19	32	49
Prodn/trans/warehs	33	21	47	20	15	65
Agriculture	23	24	53	29	22	48
Food serv/pers. care	44	9	48	38	4	58
Hlthcare supp/safety	36	10	54	37	15	48
Other	52	10	38	29	25	46
Chi-square (sig.)		χ^2 = 45.95* (.000)			χ^2 = 47.25* (.000)	

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

Appendix Table 7. *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	31	14	55	
Community Size		(n =1767)		
Less than 500	28	11	61	
500 - 999	29	13	59	
1,000 - 4,999	29	17	55	
5,000 - 9,999	38	14	48	χ^2 = 15.83*
10,000 and up	33	13	54	(.045)
Region		(n = 1823)		
Panhandle	40	14	46	
North Central	31	16	53	
South Central	31	11	58	
Northeast	29	15	57	χ^2 = 15.45
Southeast	28	16	56	(.051)
Income Level		(n = 1683)		
Under $20,000	40	11	49	
$20,000 - $39,999	30	15	55	
$40,000 - $59,999	33	16	51	χ^2 = 11.63
$60,000 and over	30	13	57	(.071)
Age		(n = 1831)		
19 - 29	37	13	51	
30 - 39	34	16	51	
40 - 49	29	13	58	
50 - 64	34	15	51	χ^2 = 25.95*
65 and older	22	14	64	(.001)
Gender		(n = 1790)		
Male	32	16	52	χ^2 = 5.06
Female	31	13	56	(.080)
Marital Status		(n = 1776)		
Married	28	15	57	
Never married	45	8	47	
Divorced/separated	42	15	43	χ^2 = 43.08*
Widowed	24	14	63	(.000)
Education		(n = 1781)		
H.S. diploma or less	29	17	55	
Some college	30	15	55	χ^2 = 6.66
Bachelors degree	33	12	55	(.155)
Occupation		(n = 1289)		
Mgt, prof, education	36	12	52	
Sales/office support	29	16	55	
Const, inst or maint	26	21	53	
Prodn/trans/warehs	25	25	51	
Agriculture	22	9	70	
Food serv/pers. care	40	13	47	
Hlthcare supp/safety	43	10	47	χ^2 = 49.84*
Other	29	24	47	(.000)
Yrs Lived in Comm.		(n = 1631)		
Five years or less	47	12	41	χ^2 = 40.16*
More than five years	28	14	58	(.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	13	48	22	13	4	
Community Size			(n = 1777)			
Less than 500	7	47	23	18	6	
500 - 999	12	41	27	18	3	
1,000 - 4,999	13	56	20	9	2	
5,000 - 9,999	15	49	21	13	3	χ^2 = 54.25*
10,000 and up	15	45	23	12	4	(.000)
Region			(n = 1832)			
Panhandle	12	44	26	14	4	
North Central	14	44	26	15	2	
South Central	15	50	21	9	5	
Northeast	11	49	20	16	4	χ^2 = 30.22*
Southeast	11	52	22	13	2	(.017)
Income Level			(n = 1692)			
Under $20,000	7	44	29	16	5	
$20,000 - $39,999	13	41	28	12	5	
$40,000 - $59,999	13	46	21	16	4	χ^2 = 58.59*
$60,000 and over	16	55	17	11	2	(.000)
Age			(n = 1838)			
19 - 29	13	52	22	8	5	
30 - 39	11	60	17	11	1	
40 - 49	16	46	21	14	3	
50 - 64	13	45	23	16	4	χ^2 = 42.62*
65 and older	11	44	25	16	4	(.000)
Gender			(n = 1798)			
Male	12	52	17	15	4	χ^2 = 20.78*
Female	13	46	25	12	3	(.000)
Marital Status			(n = 1784)			
Married	14	49	21	14	3	
Never married	8	56	18	11	6	
Divorced/separated	12	42	25	15	5	χ^2 = 31.21*
Widowed	12	40	32	12	4	(.002)
Education			(n = 1790)			
H.S. diploma or less	9	39	27	20	5	
Some college	10	45	28	13	4	χ^2 = 108.11*
Bachelors degree	18	57	14	10	2	(.000)
Occupation			(n = 1292)			
Mgt, prof, education	18	50	19	11	3	
Sales/office support	16	48	26	10	1	
Const, inst or maint	8	57	16	17	2	
Prodn/trans/warehs	11	47	21	16	5	
Agriculture	12	51	24	12	1	
Food serv/pers. care	10	50	23	12	6	
Hlthcare supp/safety	10	49	25	12	4	χ^2 = 39.80
Other	13	60	13	8	5	(.069)
Yrs Lived in Comm.			(n = 1639)			
Five years or less	15	56	17	9	3	χ^2 = 12.31*
More than five years	13	47	22	14	4	(.015)

* 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	6	84	10		15	39	47	
Community Size		(n = 1774)				(n = 112)		
Less than 500	4	84	13		0	75	25	
500 - 999	4	85	11		0**	44**	56**	
1,000 - 4,999	11	81	8		19	38	43	
5,000 - 9,999	5	85	11	χ^2 = 28.59*	0**	56**	44**	χ^2 = 14.31
10,000 and up	5	85	10	(.000)	24	24	52	(.074)
Region		(n = 1834)				(n = 117)		
Panhandle	5	85	10		0**	11**	89**	
North Central	6	81	13		6	56	39	
South Central	8	82	10		18	42	40	
Northeast	5	87	9	χ^2 = 11.12	0	41	59	χ^2 = 21.50*
Southeast	8	84	9	(.195)	35	30	35	(.006)
Income Level		(n = 1686)				(n = 114)		
Under $20,000	14	72	14		7	26	67	
$20,000 - $39,999	7	79	14		7	30	63	
$40,000 - $59,999	7	81	12	χ^2 = 49.08*	19	52	29	χ^2 = 16.89*
$60,000 and over	4	90	7	(.000)	28	45	28	(.010)
Age		(n = 1839)				(n = 119)		
19 - 29	13	75	13		25	50	25	
30 - 39	8	78	14		17	26	57	
40 - 49	7	82	11		8	28	64	
50 - 64	4	88	8	χ^2 = 52.61*	5	45	50	χ^2 = 14.66
65 and older	3	90	8	(.000)	9	46	46	(.066)
Gender		(n = 1796)				(n = 116)		
Male	6	84	10	χ^2 = 0.80	2	46	52	χ^2 = 9.55*
Female	7	83	10	(.671)	23	34	43	(.008)
Marital Status		(n = 1781)				(n = 117)		
Married	5	87	8		13	49	38	
Never married	15	71	14		22	31	47	
Divorced/separated	8	74	18	χ^2 = 59.52*	12	18	71	χ^2 = 9.87
Widowed	3	89	9	(.000)	0**	60**	40**	(.130)
Education		(n = 1789)				(n = 117)		
H.S. diploma or less	4	86	10		0	31	69	
Some college	9	79	13	χ^2 = 20.67*	12	41	48	χ^2 = 8.44
Bachelors degree	6	87	8	(.000)	25	38	38	(.077)
Occupation		(n = 1290)				(n = 85)		
Mgt, prof, education	7	86	7		33	33	33	
Sales/office support	10	81	10		0	69	31	
Const, inst or maint	1	88	11		0**	100**	0**	
Prodn/trans/warehs	2	84	14		0**	0**	100**	
Agriculture	6	86	8		10	70	20	
Food serv/pers. care	14	74	13		0	46	54	
Hlthcare supp/safety	4	85	11	χ^2 = 28.86*	57**	43**	0**	χ^2 = 28.28*
Other	5	85	10	(.011)	0**	67**	33**	(.013)
Yrs Lived in Comm.		(n = 1637)				(n = 109)		
Five years or less	18	71	11	χ^2 = 71.27*	24	37	39	χ^2 = 5.05
More than five years	4	87	9	(.000)	9	38	53	(.080)

* 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	3	14	33	38	12	
Community Size			(n = 1745)			
Less than 500	2	16	38	32	12	
500 - 999	5	14	36	32	13	
1,000 - 4,999	2	13	31	42	11	
5,000 - 9,999	2	13	31	43	10	χ^2 = 21.91
10,000 and up	4	13	33	39	12	(.146)
Region			(n = 1808)			
Panhandle	5	22	33	32	8	
North Central	3	16	35	35	12	
South Central	2	12	30	43	13	
Northeast	4	14	34	36	13	χ^2 = 30.80*
Southeast	3	12	38	36	12	(.014)
Income Level			(n = 1657)			
Under $20,000	10	22	46	20	2	
$20,000 - $39,999	3	19	32	34	12	
$40,000 - $59,999	3	15	38	33	12	χ^2 =163.38*
$60,000 and over	1	8	26	49	16	(.000)
Age			(n = 1813)			
19 - 29	0	8	24	51	18	
30 - 39	4	8	19	45	25	
40 - 49	4	14	30	41	11	
50 - 64	4	20	36	32	8	χ^2 = 212.16*
65 and older	4	17	49	26	4	(.000)
Gender			(n = 1773)			
Male	4	14	34	38	11	χ^2 = 2.64
Female	3	15	33	37	12	(.620)
Marital Status			(n = 1759)			
Married	2	13	33	40	11	
Never married	3	13	27	35	22	
Divorced/separated	7	19	32	30	12	χ^2 = 66.90*
Widowed	5	17	48	27	3	(.000)
Education			(n = 1761)			
H.S. diploma or less	6	16	44	25	10	
Some college	3	18	34	37	9	χ^2 = 95.07*
Bachelors degree	2	10	27	46	15	(.000)
Occupation			(n = 1270)			
Mgt, prof or education	2	9	22	49	18	
Sales or office support	3	25	31	27	14	
Constrn, inst or maint	3	15	22	45	14	
Prodn/trans/warehsing	4	15	37	32	12	
Agriculture	0	13	34	40	13	
Food serv/pers. care	1	24	30	41	4	
Hlthcare supp/safety	2	13	41	35	10	χ^2 = 100.77*
Other	7	12	37	42	2	(.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	3	17	23	42	15	
Community Size			(n = 1768)			
Less than 500	4	16	28	40	12	
500 - 999	4	18	24	42	12	
1,000 - 4,999	2	18	20	47	15	
5,000 - 9,999	2	21	21	39	17	χ^2 = 27.72*
10,000 and up	5	15	23	41	16	(.034)
Region			(n = 1832)			
Panhandle	3	16	31	37	13	
North Central	4	20	21	40	15	
South Central	3	16	22	44	15	
Northeast	4	17	22	43	14	χ^2 = 16.15
Southeast	2	18	21	41	17	(.443)
Income Level			(n = 1680)			
Under $20,000	7	27	23	36	7	
$20,000 - $39,999	4	21	27	33	15	
$40,000 - $59,999	4	18	25	43	11	χ^2 = 90.03*
$60,000 and over	2	12	19	47	20	(.000)
Age			(n = 1838)			
19 - 29	0	13	20	46	22	
30 - 39	4	18	21	38	19	
40 - 49	6	21	23	39	10	
50 - 64	4	21	25	39	12	χ^2 = 71.27*
65 and older	2	12	23	49	14	(.000)
Gender			(n = 1796)			
Male	3	17	22	43	15	χ^2 = 1.81
Female	4	17	24	41	14	(.770)
Marital Status			(n = 1784)			
Married	3	15	23	43	16	
Never married	2	22	22	42	13	
Divorced/separated	7	28	23	32	10	χ^2 = 44.36*
Widowed	3	10	24	50	12	(.000)
Education			(n = 1782)			
H.S. diploma or less	4	18	25	38	16	
Some college	4	17	24	43	12	χ^2 = 15.37
Bachelors degree	2	16	21	44	17	(.052)
Occupation			(n = 1288)			
Mgt, prof or education	2	13	21	46	18	
Sales or office support	3	25	22	39	10	
Constrn, inst or maint	6	18	20	38	17	
Prodn/trans/warehsing	6	18	35	27	14	
Agriculture	1	15	21	49	14	
Food serv/pers. care	2	28	38	25	6	
Hlthcare supp/safety	5	24	17	42	13	χ^2 = 79.52*
Other	7	18	22	42	12	(.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	4	18	35	32	12	
Community Size			(n = 1749)			
Less than 500	3	19	34	35	9	
500 - 999	5	19	36	35	6	
1,000 - 4,999	3	15	35	33	15	
5,000 - 9,999	3	21	33	29	14	χ^2 = 20.00
10,000 and up	4	18	35	31	12	(.220)
Region			(n = 1809)			
Panhandle	3	29	28	28	11	
North Central	6	17	34	33	11	
South Central	2	17	34	33	14	
Northeast	5	15	34	32	14	χ^2 = 40.79*
Southeast	4	19	40	31	7	(.001)
Income Level			(n = 1664)			
Under $20,000	7	24	39	24	8	
$20,000 - $39,999	6	21	37	25	11	
$40,000 - $59,999	4	21	31	31	13	χ^2 = 79.94*
$60,000 and over	1	12	32	40	15	(.000)
Age			(n = 1815)			
19 - 29	2	7	22	41	29	
30 - 39	3	5	23	48	21	
40 - 49	4	13	27	46	11	
50 - 64	4	26	40	25	5	χ^2 = 437.71*
65 and older	5	31	52	11	2	(.000)
Gender			(n = 1777)			
Male	4	20	34	32	10	χ^2 = 5.47
Female	4	17	35	32	13	(.243)
Marital Status			(n = 1761)			
Married	3	18	35	33	11	
Never married	3	9	29	38	22	
Divorced/separated	8	23	27	32	11	χ^2 = 89.42*
Widowed	6	23	54	12	6	(.000)
Education			(n = 1764)			
H.S. diploma or less	5	23	39	23	10	
Some college	4	20	35	30	12	χ^2 = 52.15*
Bachelors degree	3	13	31	40	13	(.000)
Occupation			(n = 1279)			
Mgt, prof or education	2	14	29	39	16	
Sales or office support	5	24	31	32	9	
Constrn, inst or maint	3	14	29	35	18	
Prodn/trans/warehsing	5	12	31	37	15	
Agriculture	3	17	33	37	10	
Food serv/pers. care	5	21	21	32	20	
Hlthcare supp/safety	3	15	37	37	9	χ^2 = 39.57
Other	5	17	36	36	7	(.072)

* 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	50	17	32	
Community Size		(n = 1774)		
Less than 500	48	17	35	
500 - 999	50	17	33	
1,000 - 4,999	52	16	32	
5,000 - 9,999	55	18	27	χ^2 = 4.83
10,000 and up	52	17	31	(.776)
Region		(n = 1838)		
Panhandle	43	16	41	
North Central	53	14	33	
South Central	51	18	31	
Northeast	50	17	33	χ^2 = 16.18*
Southeast	52	21	27	(.040)
Household Income		(n = 1687)		
Under $20,000	35	30	35	
$20,000 - $39,999	42	15	43	
$40,000 - $59,999	47	17	36	χ^2 = 103.22*
$60,000 and over	64	14	22	(.000)
Age		(n = 1844)		
19 - 29	59	16	25	
30 - 39	62	13	25	
40 - 49	54	20	27	
50 - 64	48	18	35	χ^2 = 63.98*
65 and older	37	19	44	(.000)
Gender		(n = 1801)		
Male	50	15	34	χ^2 = 4.55
Female	51	18	30	(.103)
Education		(n = 1789)		
H.S. diploma or less	33	23	44	
Some college	45	20	36	χ^2 = 132.36*
Bachelors or grad degree	67	11	22	(.000)
Marital Status		(n = 1790)		
Married	52	17	31	
Never married	57	18	25	
Divorced/separated	46	15	39	χ^2 = 19.28*
Widowed	38	21	41	(.004)
Occupation		(n = 1291)		
Mgt, prof or education	65	11	24	
Sales or office support	54	24	21	
Constrn, inst or maint	55	13	32	
Prodn/trans/warehsing	45	14	41	
Agriculture	54	17	29	
Food serv/pers. care	43	15	43	
Hlthcare supp/safety	58	17	25	χ^2 = 50.96*
Other	44	27	29	(.000)

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

Appendix Table 12. *Satisfaction with Items Affecting Well-Being, 2014*

Item	*Does Not Apply*	*Very Dissatisfied*	*Somewhat Dissatisfied*	*No Opinion*	*Somewhat Satisfied*	*Very Satisfied*
Your family	2%	1%	3%	10%	35%	50%
Clean air	1	1	3	11	37	47
Your marriage	34	1	2	4	14	46
Greenery and open space	1	1	4	13	37	44
Clean water	1	3	8	9	36	43
Your day to day personal safety	1	1	3	9	44	43
Your religion/spirituality	3	1	3	20	31	42
Your friends	1	1	5	15	40	38
Your transportation	1	2	5	11	43	38
Your education	4	2	7	14	40	35
Your housing	2	3	10	11	40	34
Your general quality of life	1	2	5	10	48	33
Your ability to afford your residence	3	6	16	13	35	29
Your general standard of living	1	2	7	11	50	29
Your job security	25	3	6	11	28	26
Your spare time	3	5	12	16	39	25
Your health	1	5	10	13	46	25
Your job satisfaction	25	3	7	10	31	24
Your ability to build assets/wealth	5	9	21	17	31	18
Your community	1	3	13	20	46	18
Your job opportunities	24	10	16	17	19	14
Current income level	4	11	17	16	39	14
Financial security during retirement	7	18	22	16	28	9

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

	Financial security during retirement				***Your job opportunities***			
	Dissatisfied	*No opinion*	*Satisfied*	*Significance*	*Dissatisfied*	*No opinion*	*Satisfied*	*Significance*
				Percentages				
Total	43	18	39		34	22	44	
Community Size		(n = 1619)				(n = 1367)		
Less than 500	44	17	39		35	18	47	
500 - 999	46	18	36		37	19	44	
1,000 - 4,999	39	20	41		30	24	46	
5,000 - 9,999	38	18	43	χ^2 = 8.71	36	23	41	χ^2 = 8.08
10,000 and up	46	15	39	(.368)	37	22	42	(.425)
Region		(n = 1674)				(n = 1398)		
Panhandle	46	13	41		36	26	38	
North Central	42	15	43		39	23	39	
South Central	45	18	37		34	22	44	
Northeast	38	23	39	χ^2 = 16.14*	33	19	48	χ^2 = 8.42
Southeast	46	15	39	(.040)	31	23	46	(.394)
Individual Attributes:								
Household Income Level		(n = 1548)				(n = 1318)		
Under $20,000	65	22	13		52	26	23	
$20,000 - $39,999	49	24	27		37	24	39	
$40,000 - $59,999	48	15	37	χ^2 = 126.68*	41	22	37	χ^2 = 57.53*
$60,000 and over	33	14	52	(.000)	27	20	54	(.000)
Age		(n = 1680)				(n = 1401)		
19 - 29	38	25	37		32	22	47	
30 - 39	49	13	38		35	16	48	
40 - 49	54	16	30		37	21	42	
50 - 64	46	15	39	χ^2 = 64.39*	36	23	41	χ^2 = 21.28*
65 and older	29	20	51	(.000)	24	36	40	(.006)
Gender		(n = 1644)				(n = 1375)		
Male	38	18	44	χ^2 = 17.09*	29	24	47	χ^2 = 15.94*
Female	47	18	35	(.000)	39	21	40	(.000)
Education		(n = 1632)				(n = 1376)		
High school diploma or less	39	25	35		35	28	37	
Some college	49	19	32	χ^2 = 49.52*	32	25	43	χ^2 = 21.72*
Bachelors or grad degree	39	13	48	(.000)	37	16	47	(.000)
Marital Status		(n = 1629)				(n = 1361)		
Married	41	17	42		33	22	45	
Never married	46	20	34		27	26	47	
Divorced/separated	61	17	23	χ^2 = 36.57*	51	18	32	χ^2 = 31.18*
Widowed	35	21	44	(.000)	20	40	40	(.000)
Occupation		(n = 1197)				(n = 1227)		
Mgt, prof or education	46	10	44		33	18	50	
Sales or office support	52	15	33		32	29	39	
Constrn, inst or maint	48	16	36		27	20	53	
Prodn/trans/warehsing	37	30	33		33	26	41	
Agriculture	31	25	45		23	28	49	
Food serv/pers. care	62	13	25		47	13	40	
Hlthcare supp/safety	57	17	26	χ^2 = 71.80*	42	19	40	χ^2 = 41.50*
Other	34	31	36	(.000)	28	37	35	(.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 ability to build assets/wealth				***Your current income level***			
	Dissatisfied	*No opinion*	*Satisfied*	*Significance*	*Dissatisfied*	*No opinion*	*Satisfied*	*Significance*
				Percentages				
Total	32	17	51		29	16	55	
Community Size		(n = 1668)				(n = 1687)		
Less than 500	36	16	48		27	21	52	
500 - 999	34	17	49		30	17	53	
1,000 - 4,999	29	17	54		28	15	57	
5,000 - 9,999	37	13	50	χ^2 = 8.79	28	14	58	χ^2 = 7.52
10,000 and up	30	19	51	(.360)	30	15	55	(.482)
Region		(n = 1722)				(n = 1741)		
Panhandle	32	17	51		32	13	55	
North Central	29	23	48		28	15	56	
South Central	34	18	48		29	18	53	
Northeast	31	15	54	χ^2 = 9.43	29	15	56	χ^2 = 4.32
Southeast	33	16	51	(.308)	29	17	55	(.828)
Individual Attributes:								
Household Income Level		(n = 1597)				(n = 1615)		
Under $20,000	57	29	14		59	25	17	
$20,000 - $39,999	42	22	37		38	21	41	
$40,000 - $59,999	34	15	52	χ^2 = 184.04*	31	16	53	χ^2 = 240.94*
$60,000 and over	22	12	66	(.000)	16	10	74	(.000)
Age		(n = 1724)				(n = 1748)		
19 - 29	27	13	61		28	17	55	
30 - 39	27	14	59		30	8	62	
40 - 49	41	15	44		33	12	56	
50 - 64	37	16	47	χ^2 = 72.55*	31	17	53	χ^2 = 40.34*
65 and older	25	29	45	(.000)	23	25	52	(.000)
Gender		(n = 1694)				(n = 1712)		
Male	30	16	54	χ^2 = 7.20*	26	16	58	χ^2 = 6.36*
Female	34	18	48	(.027)	31	16	52	(.042)
Education		(n = 1681)				(n = 1700)		
High school diploma or less	31	25	44		30	26	44	
Some college	35	20	45	χ^2 = 51.59*	33	18	50	χ^2 = 73.15*
Bachelors or grad degree	30	11	59	(.000)	25	10	66	(.000)
Marital Status		(n = 1678)				(n = 1698)		
Married	29	18	53		27	16	57	
Never married	34	13	54		30	15	55	
Divorced/separated	51	17	33	χ^2 = 54.86*	43	12	45	χ^2 = 31.50*
Widowed	29	30	40	(.000)	26	27	47	(.000)
Occupation		(n = 1273)				(n = 1274)		
Mgt, prof or education	31	11	58		22	10	68	
Sales or office support	39	20	41		43	10	48	
Constrn, inst or maint	33	12	55		25	10	65	
Prodn/trans/warehsing	26	26	49		28	26	47	
Agriculture	21	14	66		17	16	67	
Food serv/pers. care	42	18	40		57	17	26	
Hlthcare supp/safety	42	18	41	χ^2 = 51.35*	40	14	46	χ^2 = 116.70*
Other	32	22	47	(.000)	25	20	55	(.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 ability to afford your residence			
	Dissatisfied	*No opinion*	*Satisfied*	*Significance*
		Percentages		
Total	22	13	65	
Community Size		(n = 1713)		
Less than 500	22	11	67	
500 - 999	20	16	64	
1,000 - 4,999	19	11	70	
5,000 - 9,999	21	12	68	χ^2 = 13.15
10,000 and up	25	14	61	(.107)
Region		(n = 1769)		
Panhandle	28	11	61	
North Central	22	14	64	
South Central	21	15	64	
Northeast	24	11	65	χ^2 = 15.76*
Southeast	16	12	72	(.046)
Individual Attributes:				
Household Income Level		(n = 1635)		
Under $20,000	48	20	32	
$20,000 - $39,999	30	17	53	
$40,000 - $59,999	22	12	67	χ^2 = 189.40*
$60,000 and over	12	8	80	(.000)
Age		(n = 1775)		
19 - 29	32	11	57	
30 - 39	22	8	70	
40 - 49	23	12	65	
50 - 64	19	16	65	χ^2 = 38.92*
65 and older	15	14	71	(.000)
Gender		(n = 1737)		
Male	18	13	69	χ^2 = 10.15*
Female	25	13	63	(.006)
Education		(n = 1725)		
High school diploma or less	21	20	59	
Some college	25	14	61	χ^2 = 48.10*
Bachelors or grad degree	19	8	74	(.000)
Marital Status		(n = 1722)		
Married	18	12	70	
Never married	34	16	50	
Divorced/separated	33	14	53	χ^2 = 54.66*
Widowed	20	16	64	(.000)
Occupation		(n = 1274)		
Mgt, prof or education	19	8	73	
Sales or office support	36	11	53	
Constrn, inst or maint	32	14	54	
Prodn/trans/warehsing	14	17	70	
Agriculture	6	14	80	
Food serv/pers. care	44	15	42	
Hlthcare supp/safety	32	12	56	χ^2 = 100.08*
Other	22	22	57	(.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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