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# Attributes of a Successful Community: Responses from Rural Nebraskans

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# CENTER FOR APPLIED RURAL INNOVATION

## A Research Report\*

### **Attributes of a Successful Community: Responses from Rural Nebraskans**

*2002 Nebraska Rural Poll Results*

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**Nebraska**  
INSTITUTE OF AGRICULTURE  
& NATURAL RESOURCES

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## *Executive Summary*

Many rural communities have experienced population declines during the past several decades. However, rural communities have also been typically viewed as having many positive characteristics. So, what do rural Nebraskans look for in a community? What characteristics are present in their current community? How do they perceive rural Nebraska as a whole? Do their perceptions differ by the size of their community or their age?

This report details 2,841 responses to the 2002 Nebraska Rural Poll, the seventh annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about successful rural communities and their perceptions of rural Nebraska. Based on these analyses, some key findings emerged:

- ***Most rural Nebraskans believe the following characteristics are absolutely essential in a community: a quality school system, sense of personal safety, affordable medical services, quality jobs/economic opportunities, affordable housing, a clean and attractive natural environment, friendly people, well maintained infrastructure, and a sense of community among residents.*** Over one-half of the respondents say each of these characteristics are absolutely essential in a community in order for them to have a high quality of life.
- ***Over one-third say the following are present to a great extent in their current community: a quality school system, lack of urban congestion, a clean and attractive natural environment, sense of personal safety, and friendly people.***
- ***Older respondents are more likely than younger respondents to say that each characteristic is present in their community to a great extent.*** For example, 60 percent of the respondents age 65 and older state that a quality school system describes their community to a great extent. However, only 31 percent of the persons age 19 to 29 share this opinion.
- ***Residents of smaller communities are more likely than residents of larger communities to say they have many social dimensions present in their community to a great extent.*** Persons living in or near smaller communities are more likely than those living in or near larger communities to say their community has the following to a great extent: lack of urban congestion, a quality school system (K - 12), a clean and attractive natural environment, friendly people, a sense of community among residents, and low cost of living.
- ***Residents of larger communities are more likely than residents of smaller communities to say they have more specialized services.*** Persons living in or near the largest communities are more likely to say they have the following to a great extent: senior citizen programs, affordable medical services, availability of college classes, a local

newspaper willing to report controversial items, child care services, well maintained infrastructure, a willingness to tax and/or raise financial resources locally, recreational opportunities, leadership opportunities, adequate information technology, cultural opportunities, availability of public transportation, and quality jobs/economic opportunities.

- ***Many differences exist between what rural Nebraskans believe is essential and what is currently present in their community.*** For most of the characteristics listed, the proportion saying each is absolutely essential is larger than the proportion saying it describes their current community to a great extent. As an example, 63 percent of rural Nebraskans say having quality jobs/economic opportunities is absolutely essential. However, only six percent say their community has this to a great extent.
- ***Most rural Nebraskans would describe rural Nebraska as having commonly shared values, having strong religious beliefs, work-oriented, self-sufficient, having open spaces, friendly people, peaceful, tough/resilient, and having a strong sense of family.***
- ***Younger respondents are more likely than older respondents to believe that rural Nebraska has a commitment to community.*** Forty-nine percent of the persons age 19 to 39 say rural Nebraska has a commitment to community. However, only 35 percent of the persons age 65 and older share this opinion.

## *Introduction*

Many rural communities have experienced population declines during the past several decades. However, rural communities have also been typically viewed as having many positive characteristics. So, what do rural Nebraskans look for in a community? What characteristics are present in their current community? How do they perceive rural Nebraska as a whole? Do their perceptions differ by the size of their community or their age? This paper provides a detailed analysis of these questions.

The 2002 Nebraska Rural Poll is the seventh annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about successful rural communities and their perceptions of rural Nebraska.

## *Methodology and Respondent Profile*

This study is based on 2,841 responses from Nebraskans living in the 87 non-metropolitan counties in the state. A self-administered questionnaire was mailed in February and March to approximately 6,400 randomly selected households.

Metropolitan counties not included in the sample were Cass, Dakota, Douglas, Lancaster, Sarpy and Washington. The 14-page questionnaire included questions pertaining to well-being, community, work, successful rural communities, and technology use. This paper reports only results from the successful rural communities portion of the survey.

A 44% 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.

The average respondent is 55 years of age. Seventy-three percent are married (Appendix Table 1<sup>1</sup>) and sixty-eight percent live within the city limits of a town or village. On average, respondents have lived in Nebraska 48 years and have lived in their current community 42 years. Fifty-seven percent are living in or near towns or villages with populations less than 5,000.

Fifty-six percent of the respondents reported their approximate household income from all sources, before taxes, for 2001 was below \$40,000. Thirty percent reported incomes over \$50,000. Ninety-three percent have attained at least a high school diploma.

Seventy-two percent were employed in 2001 on a full-time, part-time, or seasonal basis. Twenty-four percent are retired. Thirty-four percent of those employed reported working in a professional, technical or administrative occupation. Seventeen percent indicated they were farmers or ranchers. The

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



employed respondents reported having to drive an average of eight miles, one way, to their primary job.

### ***Successful Rural Communities***

To determine what characteristics rural Nebraskans are looking for in a community and what is present in their current community, they were asked two questions. The first asked, “How essential or necessary are the following characteristics of a community in order for you to have a high quality of life?” The answer responses included: not at all essential; nice, but not essential; important, but not essential; and absolutely essential.

Over one-half of the respondents feel the following characteristics are absolutely essential in a community: a quality school system (K - 12) (79%), sense of personal safety (77%), affordable medical services (73%), quality jobs/economic opportunities (63%), affordable housing (58%), a clean and attractive natural environment (58%), friendly people (56%), well maintained infrastructure (55%) and a sense of community among residents (51%) (Table 1).

Less than one-quarter believe the following are absolutely essential: being close to relatives/in-laws (24%), recreational opportunities (24%), cultural opportunities (23%), a willingness to tax and/or raise financial resources locally (22%), and availability of public transportation (21%).

The perceived necessity of these community characteristics are examined by community size and age (Appendix Table 2). Some differences do emerge by age. For persons

age 64 and younger, a quality school system was the top-ranked characteristic of a community (based on the proportion saying it is “absolutely essential”). However, persons age 65 and older rank affordable medical services as the community characteristic most essential for them.

Some other characteristics are also ranked differently by the various age groups. Quality jobs/economic opportunities, affordable housing, adequate information technology, and recreational opportunities are all ranked slightly higher by the younger respondents as compared to those who are older. The following items are ranked slightly higher by the older persons as compared to the younger respondents: well maintained infrastructure, a local newspaper willing to report controversial items, and availability of public transportation.

Not many differences occur by community size. All of the community size groups rank a quality school system as the characteristic most essential to them. However, residents living in or near the smaller communities of the state rank lack of urban congestion and being close to relatives/in-laws slightly higher than residents living in or near larger communities. Residents of the larger communities, though, rank the availability of college classes higher than do the residents of the smaller communities.

Rural Nebraskans were also asked the extent to which these same characteristics are present in their current community. The exact question wording was, “To what extent do the following characteristics describe your current community?” The answer categories were: not at all, very little, to some extent, and a great extent.

**Table 1. Essential Characteristics of a Community**

|  | Not at all<br>essential | Nice, but<br>not<br>essential | Important,<br>but not<br>essential | Absolutely<br>essential |
|--|-------------------------|-------------------------------|------------------------------------|-------------------------|
| A quality school system (K - 12)                                 | 2%                      | 3%                            | 16%                                | 79%                     |
| Sense of personal safety   | 1                       | 2                             | 20                                 | 77                      |
| Affordable medical services                                      | 1                       | 3                             | 22                                 | 73                      |
| Quality jobs/economic opportunities                              | 4                       | 7                             | 27                                 | 63                      |
| Affordable housing   | 2                       | 8                             | 32                                 | 58                      |
| A clean and attractive natural environment                       | 1                       | 7                             | 33                                 | 58                      |
| Friendly people  | 1                       | 6                             | 37                                 | 56                      |
| Well maintained infrastructure                                   | 1                       | 7                             | 36                                 | 55                      |
| A sense of community among residents                             | 1                       | 9                             | 39                                 | 51                      |
| Low cost of living   | 2                       | 12                            | 40                                 | 47                      |
| Acceptance of newcomers  | 2                       | 10                            | 43                                 | 46                      |
| Senior citizen programs  | 5                       | 15                            | 41                                 | 39                      |
| A local newspaper willing to report<br>controversial items       | 6                       | 15                            | 41                                 | 39                      |
| Lack of urban congestion   | 7                       | 17                            | 39                                 | 37                      |
| Child care services  | 13                      | 15                            | 37                                 | 36                      |
| Availability of college classes                                  | 7                       | 20                            | 42                                 | 31                      |
| Leadership opportunities   | 5                       | 19                            | 48                                 | 28                      |
| Adequate information technology                                  | 5                       | 21                            | 47                                 | 27                      |
| Being close to relatives/in-laws                                 | 4                       | 24                            | 47                                 | 24                      |
| Recreational opportunities                                       | 3                       | 22                            | 51                                 | 24                      |
| Cultural opportunities   | 6                       | 26                            | 46                                 | 23                      |
| A willingness to tax and/or raise financial<br>resources locally | 12                      | 20                            | 46                                 | 22                      |
| Availability of public transportation                            | 14                      | 31                            | 34                                 | 21                      |

Over one-third of the respondents say the following are present to “a great extent” in their community: a quality school system (K - 12) (47%), lack of urban congestion (47%), a clean and attractive natural environment (43%), sense of personal safety (42%), and friendly people (38%) (Table 2).

The extent to which these characteristics are present in the community are examined by age and community size (Appendix Table 3). When comparing the responses by age, the older respondents are more likely than the younger respondents to say each characteristic is present in their current community to a great extent. For example, 60 percent of the respondents age 65 and older state that a quality school system describes their community to a great extent. However, only 31 percent of the persons age 19 to 29 share this opinion.

The only exception to this pattern occurs with the characteristic of being close to relatives/in-laws. In that case, the younger respondents are more likely than the older respondents to say that they have that to a great extent in their community.

Many differences exist by community size. For the following characteristics, the residents living in or near smaller communities are more likely than those living in or near larger communities to say they are present to a great extent: lack of urban congestion, a quality school system (K - 12), a clean and attractive natural environment, friendly people, a sense of community among residents, and low cost of living. As an example, 58 percent of the persons living in or near communities with populations ranging from 500 to 999 say they have a lack of urban congestion to a

great extent. However, only 35 percent of the persons living in or near communities with populations of 10,000 or more say their community has a lack of urban congestion to a great extent.

However, with the following characteristics the residents in or near the larger communities are more likely to say they are present to a great extent: senior citizen programs, affordable medical services, availability of college classes, a local newspaper willing to report controversial items, child care services, well maintained infrastructure, a willingness to tax and/or raise financial resources locally, recreational opportunities, leadership opportunities, adequate information technology, cultural opportunities, availability of public transportation, and quality jobs/economic opportunities. As an example, 38 percent of the respondents living in or near communities with populations of 10,000 or more say availability of college classes is present to a great extent in their community. But, only 11 percent of the persons living in or near communities with less than 500 people agree.

The differences between the characteristics that people feel are essential for them to have a high quality of life and those that describe their current community are rather large. Comparing the numbers in Appendix Table 2 and Appendix Table 3 will reveal these differences. For almost all of the characteristics listed, the proportion that feel each is absolutely essential is larger than the proportion that feel each describes their current community to a great extent. The characteristic of quality jobs/economic opportunities represents an extreme example of the large differences. Sixty-three percent

**Table 2. Characteristics Present in Current Community**

|   | Not at<br>all | Very<br>little | To some<br>extent | A great<br>extent |
|---|---------------|----------------|-------------------|-------------------|
| A quality school system (K - 12)                              | 3%            | 9%             | 41%               | 47%               |
| Lack of urban congestion                                      | 9             | 13             | 31                | 47                |
| A clean and attractive natural environment                    | 2             | 7              | 48                | 43                |
| Sense of personal safety                                      | 1             | 6              | 50                | 42                |
| Friendly people   | 2             | 7              | 54                | 38                |
| Being close to relatives/in-laws                              | 10            | 14             | 47                | 30                |
| A sense of community among residents                          | 3             | 15             | 55                | 28                |
| Senior citizen programs                                       | 4             | 13             | 56                | 28                |
| Affordable medical services                                   | 6             | 17             | 51                | 27                |
| Availability of college classes                               | 13            | 22             | 43                | 23                |
| A local newspaper willing to report controversial items       | 10            | 21             | 48                | 22                |
| Child care services   | 5             | 18             | 57                | 21                |
| Well maintained infrastructure                                | 5             | 18             | 58                | 20                |
| Acceptance of newcomers                                       | 4             | 19             | 59                | 18                |
| A willingness to tax and/or raise financial resources locally | 8             | 23             | 53                | 16                |
| Affordable housing  | 5             | 23             | 58                | 15                |
| Leadership opportunities                                      | 5             | 26             | 54                | 15                |
| Recreational opportunities                                    | 6             | 26             | 53                | 15                |
| Low cost of living  | 7             | 23             | 56                | 14                |
| Adequate information technology                               | 11            | 28             | 51                | 10                |
| Cultural opportunities  | 10            | 42             | 40                | 9                 |
| Availability of public transportation                         | 34            | 38             | 22                | 7                 |
| Quality jobs/economic opportunities                           | 13            | 44             | 37                | 6                 |

of rural Nebraskans say having quality jobs/economic opportunities is absolutely essential. However, only six percent say their community has these to a great extent. The two exceptions to this pattern are lack of urban congestion and being close to relatives/in-laws. For these two characteristics, the proportion saying each describes their community to a great extent is larger than the proportion saying each is absolutely essential for them to have a high quality of life.

When examining the differences between what people think is essential in their community and what they currently have by age, the differences tend to be larger for the younger respondents as compared to the older persons. For example, when asked about a quality school system, 80 percent of the 19 to 29 year olds think it is absolutely essential. But only 31 percent think it describes their current community to a great extent. For the persons age 65 and older, 77 percent think a quality school system is absolutely essential and 60 percent say it is present to a great extent. There are some instances where the differences between what they think is essential and what is currently in their community are larger for the older persons than the younger ones: a clean and attractive natural environment, a local newspaper willing to report controversial items, well maintained infrastructure, a willingness to tax and/or raise financial resources locally, and availability of public transportation.

When comparing the differences by community size, persons living in or near the larger communities tend to have larger differences between the proportion saying a characteristic is absolutely essential and

those saying it is present to a great extent. As an example, 67 percent of the persons living in or near communities with populations of 10,000 or more say affordable housing is absolutely essential to have a high quality of life. However, only 16 percent say affordable housing is present to a great extent in their community. For the persons living in or near communities with less than 500 people, 46 percent think affordable housing is absolutely essential. Thirteen percent say it is present to a great extent in their community.

A few cases occur where the differences between what is believed to be essential and what describes the current community are larger for persons living in or near smaller communities. The characteristics where this occurs are: senior citizen programs, affordable medical services, availability of college classes, and a willingness to tax and/or raise financial resources locally. Forty-one percent of the persons living in or near communities with populations of 10,000 or more think availability of college classes is absolutely essential and 38 percent think this describes their current community to a great extent. Twenty-five percent of the persons living in or near communities with less than 500 people think availability of college classes is absolutely essential. However, only 11 percent think this describes their current community to a great extent.

### ***Perceptions of Rural Nebraska***

In addition to asking about the characteristics they think successful rural communities possess, rural Nebraskans were also asked their perceptions of rural Nebraska as a whole. They were given

several pairs of contrasting views that could describe rural Nebraska. For each of these dimensions, respondents were asked to indicate which view they most agree with using a seven-point scale between each pair of contrasting views.

Most rural Nebraskans would describe rural Nebraska as: having commonly shared values, having strong religious beliefs, work-oriented, self-sufficient, open spaces, friendly people, peaceful, tough/resilient, and a strong sense of family (Table 3). Some areas where there was no strong consensus in either direction include: sophisticated or unsophisticated, commitment to community or no

commitment to community, open-minded or close-minded, and tolerant toward ethnic minorities or prejudiced toward ethnic minorities.

These perceptions are analyzed by community size, region and various individual attributes (Appendix Table 4). Some differences do emerge. Persons with higher educational levels are more likely than those with less education to think that rural Nebraska has commonly shared values. Eighty-six percent of the persons with a college degree believe rural Nebraska has commonly shared values, as compared to 67 percent of the persons with a high school diploma or less. Other groups most likely to

**Table 3. Perceptions of Rural Nebraska**

|                                      | Most like<br>item on left | Neutral | Most like<br>item on right |  |
|--------------------------------------|---------------------------|---------|----------------------------|--|
| No commonly shared values            | 6                         | 20      | 74                         | Commonly shared values                 |
| Sophisticated                        | 23                        | 41      | 36                         | Unsophisticated                        |
| Lack of religious beliefs            | 6                         | 13      | 81                         | Strong religious beliefs               |
| Commitment to community              | 42                        | 21      | 37                         | No commitment to<br>community          |
| Leisure-oriented                     | 12                        | 28      | 61                         | Work-oriented                          |
| Open-minded                          | 31                        | 30      | 38                         | Close-minded                           |
| Dependent on others                  | 13                        | 26      | 61                         | Self-sufficient                        |
| Open spaces                          | 71                        | 13      | 17                         | Congested                              |
| Unfriendly people                    | 11                        | 18      | 72                         | Friendly people                        |
| Tolerant toward ethnic<br>minorities | 32                        | 33      | 36                         | Prejudiced toward ethnic<br>minorities |
| Stressful                            | 16                        | 24      | 61                         | Peaceful                               |
| Tough/resilient                      | 62                        | 24      | 14                         | Weak                                   |
| No sense of family                   | 4                         | 9       | 86                         | Strong sense of family                 |

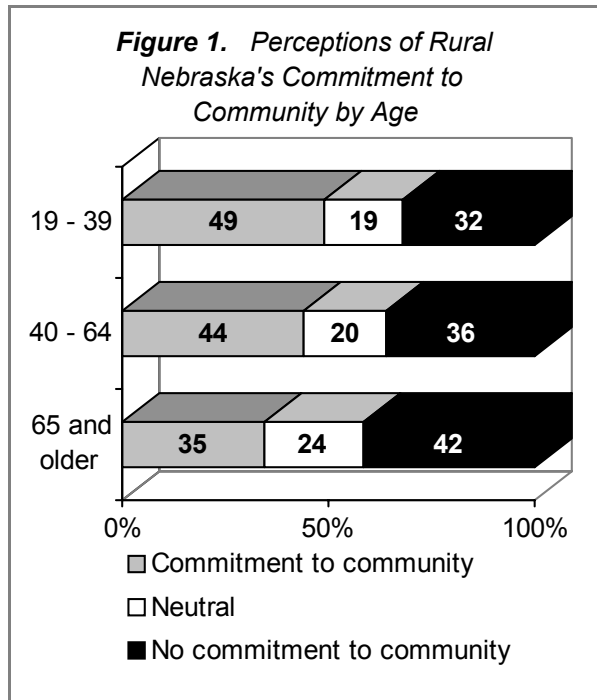
think rural Nebraska has commonly shared values include: persons with higher income levels, younger respondents, persons who are married, persons who have never married, and respondents with professional occupations.

Perceptions of whether rural Nebraska is sophisticated or unsophisticated differ only by education. Persons with higher educational levels are more likely than those with less education to think rural Nebraska is unsophisticated.

Persons with professional occupations are more likely than persons with different occupations to believe that rural Nebraska has strong religious beliefs. Eighty-seven percent of the professionals think rural Nebraska has strong religious beliefs, in comparison to 73 percent of the laborers. Other groups most likely to believe rural Nebraska has strong religious beliefs include: persons living in the Northeast region, persons with higher household incomes, widowed respondents and persons with higher educational levels.

Younger persons are more likely than older persons to believe rural Nebraska has a commitment to community. Forty-nine percent of the persons age 19 to 39 say rural Nebraska has a commitment to community (Figure 1). However, only 35 percent of the persons age 65 and older share this opinion.

Other groups most likely to believe rural Nebraska has a commitment to community include: persons with higher household incomes, respondents with higher educational levels and persons with professional occupations.



Farmers and ranchers are more likely than persons with different occupations to think rural Nebraska is work-oriented. Seventy-two percent of the farmers and ranchers believe rural Nebraska is work-oriented, compared to only 54 percent of the laborers.

Other groups most likely to believe rural Nebraska is work-oriented include: persons with higher household incomes, the respondents who are divorced/separated and persons with higher educational levels.

Younger persons are more likely than older persons to say rural Nebraska is close-minded. Forty-six percent of the 19 to 39 year olds believe rural Nebraska is close-minded, compared to 32 percent of the persons age 65 and older. Of the educational groups, persons with a college degree are the group most likely to think rural Nebraska is close-minded.

Perceptions of whether or not rural Nebraska is dependent on others or self-sufficient differ by income and education. Persons with higher incomes and with college degrees are the groups most likely to say rural Nebraska is self-sufficient.

Groups most likely to say rural Nebraska has open spaces include: persons living in or near the smallest communities, persons with higher household incomes, younger respondents, persons with higher educational levels and farmers and ranchers.

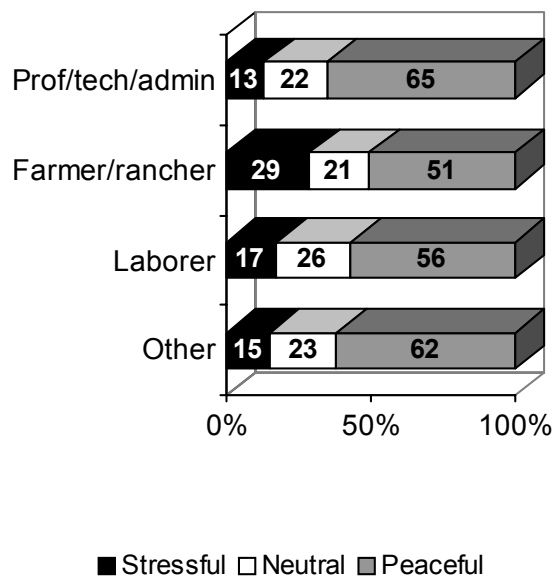
Persons living in the North Central region of the state, those with a college degree and farmers and ranchers are the groups most likely to believe rural Nebraska has friendly people.

Perceptions of rural Nebraska's tolerance toward ethnic minorities differ by income, age, education and occupation. Persons with higher incomes, younger persons, respondents with higher educational levels and persons with professional occupations are the groups most likely to think rural Nebraska is prejudiced toward ethnic minorities.

Persons with professional occupations are more likely than persons with different occupations to say rural Nebraska is peaceful. Sixty-five percent of the professionals believe rural Nebraska is peaceful, compared to 51 percent of the farmers or ranchers (Figure 2).

Other groups most likely to think rural Nebraska is peaceful include: persons with higher incomes, older respondents and persons with higher educational levels.

**Figure 2.** *Perceptions of Whether Rural Nebraska is Stressful or Peaceful by Occupation*



Younger persons are more likely than older persons to say rural Nebraska is tough or resilient. Sixty-eight percent of the persons age 19 to 39 believe rural Nebraska is tough/resilient, compared to 51 percent of the persons age 65 and older. Other groups most likely to state rural Nebraska is tough/resilient include: persons with higher household incomes, married respondents, persons with higher educational levels, and persons with professional/technical/administrative positions.

When asked if rural Nebraska has a strong sense of family or no sense of family, differences of opinion occur by income, education and occupation. Persons with higher household incomes, respondents with college degrees and persons with professional occupations are the groups most likely to say rural Nebraska has a strong sense of family.



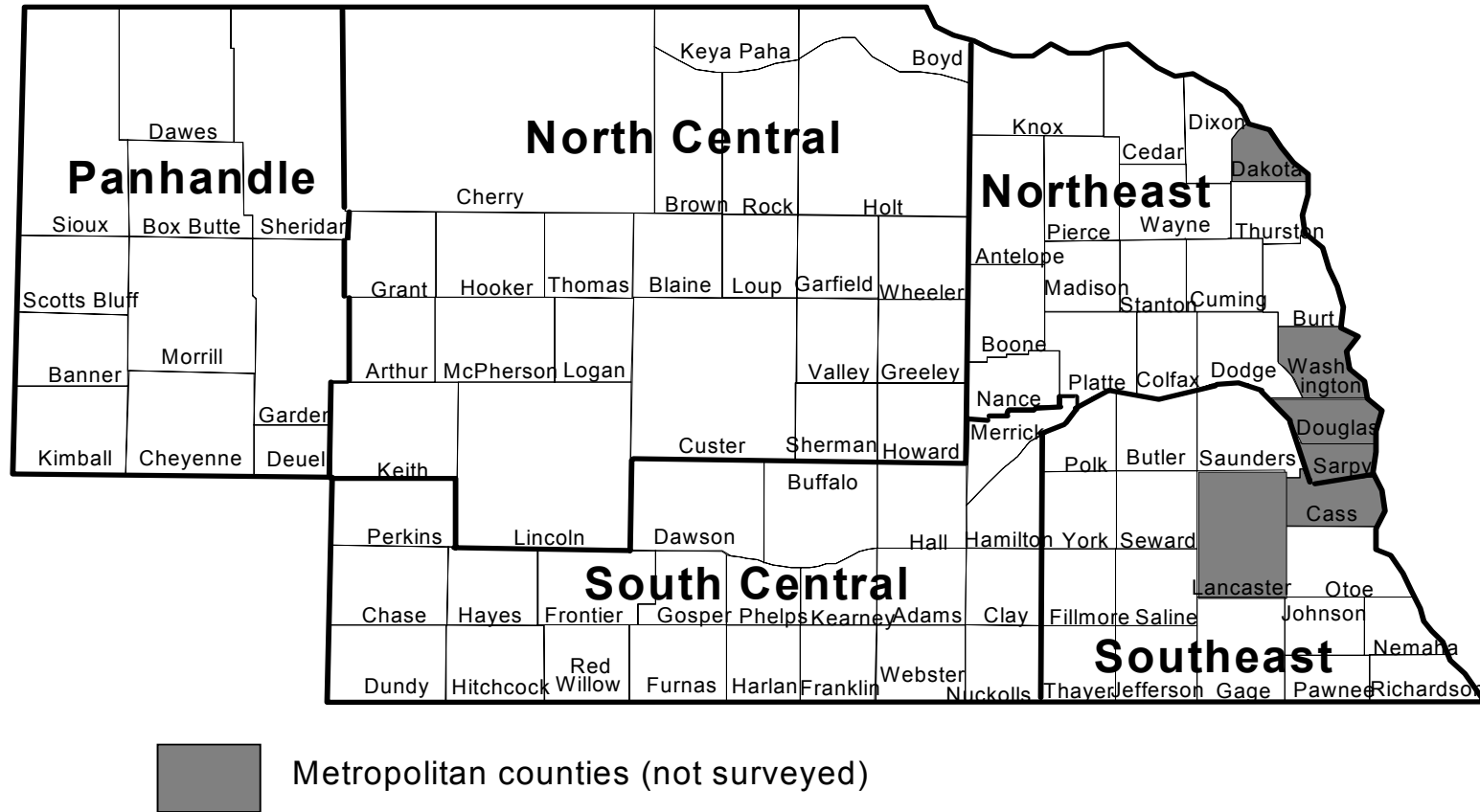
## ***Conclusion***

Rural Nebraskans are looking for many things in a community. The characteristics of a community that most believe are absolutely essential include social dimensions (sense of personal safety, friendly people, and a sense of community among residents), economic dimensions (quality jobs/economic opportunities), some basic services (a quality school system, affordable medical services, affordable housing and well maintained infrastructure) and environmental dimensions (a clean and attractive natural environment).

Unfortunately, when asked if these characteristics are present in their current community, some of these areas are lacking. One of the more extreme cases involves quality jobs/economic opportunities. Sixty-three percent of the respondents say these are absolutely essential in order for them to have a high quality of life. However, only six percent say these exist in their community to a great extent.

When asked their perceptions of rural Nebraska, most view it as having commonly shared values, strong religious beliefs, work-oriented, self-sufficient, open spaces, friendly people, peaceful, tough/resilient and a strong sense of family. Thus, most rural Nebraskans view themselves as having many traditional values.

# Appendix Figure 1. Regions of Nebraska



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

|  | <b>2000<br/>Poll</b> | <b>1999<br/>Poll</b> | <b>1998<br/>Poll</b> | <b>1997<br/>Poll</b> | <b>1990<br/>Census</b> |
|--|----------------------|----------------------|----------------------|----------------------|------------------------|
| <b>Age : <sup>1</sup></b>                              |                      |                      |                      |                      |                        |
| 20 - 39  | 20%                  | 21%                  | 25%                  | 24%                  | 38%                    |
| 40 - 64  | 54%                  | 52%                  | 55%                  | 48%                  | 36%                    |
| 65 and over  | 26%                  | 28%                  | 20%                  | 28%                  | 26%                    |
| <b>Gender: <sup>2</sup></b>                            |                      |                      |                      |                      |                        |
| Female   | 57%                  | 31%                  | 58%                  | 28%                  | 49%                    |
| Male   | 43%                  | 69%                  | 42%                  | 72%                  | 51%                    |
| <b>Education: <sup>3</sup></b>                         |                      |                      |                      |                      |                        |
| Less than 9 <sup>th</sup> grade                        | 2%                   | 3%                   | 2%                   | 5%                   | 10%                    |
| 9 <sup>th</sup> to 12 <sup>th</sup> grade (no diploma) | 4%                   | 5%                   | 3%                   | 5%                   | 12%                    |
| High school diploma (or equivalent)                    | 34%                  | 36%                  | 33%                  | 34%                  | 38%                    |
| Some college, no degree                                | 28%                  | 25%                  | 27%                  | 25%                  | 21%                    |
| Associate degree                                       | 9%                   | 9%                   | 10%                  | 8%                   | 7%                     |
| Bachelors degree                                       | 15%                  | 15%                  | 16%                  | 14%                  | 9%                     |
| Graduate or professional degree                        | 9%                   | 8%                   | 9%                   | 9%                   | 3%                     |
| <b>Household income: <sup>4</sup></b>                  |                      |                      |                      |                      |                        |
| Less than \$10,000                                     | 3%                   | 8%                   | 3%                   | 7%                   | 19%                    |
| \$10,000 - \$19,999                                    | 10%                  | 15%                  | 10%                  | 16%                  | 25%                    |
| \$20,000 - \$29,999                                    | 15%                  | 18%                  | 17%                  | 19%                  | 21%                    |
| \$30,000 - \$39,999                                    | 19%                  | 18%                  | 20%                  | 18%                  | 15%                    |
| \$40,000 - \$49,999                                    | 17%                  | 15%                  | 18%                  | 14%                  | 9%                     |
| \$50,000 - \$59,999                                    | 15%                  | 9%                   | 12%                  | 10%                  | 5%                     |
| \$60,000 - \$74,999                                    | 11%                  | 8%                   | 10%                  | 7%                   | 3%                     |
| \$75,000 or more                                       | 11%                  | 10%                  | 10%                  | 8%                   | 3%                     |
| <b>Marital Status: <sup>5</sup></b>                    |                      |                      |                      |                      |                        |
| Married  | 95%                  | 76%                  | 95%                  | 73%                  | 64%                    |
| Never married  | 0.2%                 | 7%                   | 0.4%                 | 8%                   | 20%                    |
| Divorced/separated                                     | 2%                   | 8%                   | 1%                   | 9%                   | 7%                     |
| Widowed/widower  | 4%                   | 10%                  | 3%                   | 10%                  | 10%                    |

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

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

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

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

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

**Appendix Table 2. Essential Characteristics of a Community in Relation to Age and Community Size**

|   | <i>Age categories</i>   |                |                |                |                     | <i>Total</i> |
|---|---|----------------|----------------|----------------|---------------------|--------------|
|   | <i>19 - 29</i>  | <i>30 - 39</i> | <i>40 - 49</i> | <i>50 - 64</i> | <i>65 and older</i> |              |
|   | <i>Percent Rating Each Characteristic as "Absolutely Essential"</i> |                |                |                |                     |              |
| A quality school system (K - 12)                              | 80  | 82             | 82             | 77             | 77                  | 79           |
| Sense of personal safety                                      | 77  | 76             | 75             | 77             | 78                  | 77           |
| Affordable medical services                                   | 69  | 67             | 67             | 75             | 79                  | 73           |
| Quality jobs/economic opportunities                           | 68  | 72             | 67             | 66             | 52                  | 63           |
| Affordable housing  | 70  | 63             | 57             | 58             | 56                  | 58           |
| A clean and attractive natural environment                    | 52  | 54             | 54             | 59             | 64                  | 58           |
| Friendly people   | 51  | 50             | 52             | 56             | 63                  | 56           |
| Well maintained infrastructure                                | 45  | 50             | 51             | 54             | 63                  | 55           |
| A sense of community among residents                          | 44  | 43             | 48             | 51             | 58                  | 51           |
| Low cost of living  | 50  | 43             | 43             | 43             | 54                  | 47           |
| Acceptance of newcomers                                       | 47  | 40             | 40             | 45             | 52                  | 46           |
| Senior citizen programs                                       | 31  | 26             | 30             | 40             | 50                  | 39           |
| A local newspaper willing to report controversial items       | 26  | 24             | 33             | 40             | 50                  | 39           |
| Lack of urban congestion                                      | 38  | 30             | 35             | 41             | 38                  | 37           |
| Child care services   | 42  | 43             | 29             | 34             | 39                  | 36           |
| Availability of college classes                               | 36  | 31             | 29             | 30             | 32                  | 31           |
| Leadership opportunities                                      | 22  | 20             | 23             | 27             | 35                  | 28           |
| Adequate information technology                               | 25  | 24             | 26             | 31             | 26                  | 27           |
| Being close to relatives/in-laws                              | 28  | 24             | 23             | 22             | 27                  | 24           |
| Recreational opportunities                                    | 30  | 27             | 23             | 23             | 23                  | 24           |
| Cultural opportunities  | 11  | 18             | 18             | 24             | 31                  | 23           |
| A willingness to tax and/or raise financial resources locally | 14  | 19             | 17             | 22             | 28                  | 22           |
| Availability of public transportation                         | 12  | 13             | 15             | 19             | 31                  | 21           |

|   | <i>Community size categories</i>                                    |                      |                          |                          |                            | <i>Total</i> |
|---|---|----------------------|--------------------------|--------------------------|----------------------------|--------------|
|   | <i>Less than<br/>500</i>  | <i>500 -<br/>999</i> | <i>1,000 -<br/>4,999</i> | <i>5,000 -<br/>9,999</i> | <i>10,000 and<br/>over</i> |              |
|   | <i>Percent Rating Each Characteristic as “Absolutely Essential”</i> |                      |                          |                          |                            |              |
| A quality school system (K - 12)                              | 76  | 75                   | 82                       | 77                       | 79                         | 79           |
| Sense of personal safety                                      | 72  | 75                   | 77                       | 75                       | 79                         | 77           |
| Affordable medical services                                   | 66  | 65                   | 75                       | 76                       | 77                         | 73           |
| Quality jobs/economic opportunities                           | 51  | 56                   | 62                       | 68                       | 70                         | 63           |
| Affordable housing  | 46  | 52                   | 58                       | 60                       | 67                         | 58           |
| A clean and attractive natural environment                    | 60  | 61                   | 60                       | 59                       | 55                         | 58           |
| Friendly people   | 56  | 58                   | 57                       | 58                       | 54                         | 56           |
| Well maintained infrastructure                                | 44  | 56                   | 55                       | 57                       | 60                         | 55           |
| A sense of community among residents                          | 53  | 57                   | 51                       | 50                       | 48                         | 51           |
| Low cost of living  | 43  | 45                   | 47                       | 48                       | 48                         | 47           |
| Acceptance of newcomers                                       | 42  | 47                   | 46                       | 48                       | 45                         | 46           |
| Senior citizen programs                                       | 28  | 42                   | 39                       | 41                       | 41                         | 39           |
| A local newspaper willing to report controversial items       | 26  | 35                   | 39                       | 43                       | 46                         | 39           |
| Lack of urban congestion                                      | 40  | 43                   | 38                       | 38                       | 33                         | 37           |
| Child care services   | 26  | 34                   | 34                       | 40                       | 40                         | 36           |
| Availability of college classes                               | 25  | 28                   | 23                       | 34                       | 41                         | 31           |
| Leadership opportunities                                      | 21  | 28                   | 26                       | 30                       | 29                         | 28           |
| Adequate information technology                               | 20  | 26                   | 24                       | 28                       | 34                         | 27           |
| Being close to relatives/in-laws                              | 26  | 20                   | 22                       | 26                       | 26                         | 24           |
| Recreational opportunities                                    | 17  | 18                   | 22                       | 29                       | 30                         | 24           |
| Cultural opportunities  | 15  | 21                   | 20                       | 28                       | 29                         | 23           |
| A willingness to tax and/or raise financial resources locally | 16  | 22                   | 22                       | 20                       | 24                         | 22           |
| Availability of public transportation                         | 17  | 17                   | 15                       | 23                       | 27                         | 21           |

**Appendix Table 3. Characteristics Present in Current Community by Age and Community Size**

|   | <i>Age categories</i>                  |                |                |                |                     | <i>Total</i> |
|---|--|----------------|----------------|----------------|---------------------|--------------|
|   | <i>19 - 29</i>                         | <i>30 - 39</i> | <i>40 - 49</i> | <i>50 - 64</i> | <i>65 and older</i> |              |
|   | <i>Percent Saying "A Great Extent"</i> |                |                |                |                     |              |
| A quality school system (K - 12)                              | 31                                     | 41             | 42             | 44             | 60                  | 47           |
| Lack of urban congestion                                      | 46                                     | 45             | 50             | 52             | 41                  | 47           |
| A clean and attractive natural environment                    | 42                                     | 32             | 42             | 44             | 47                  | 43           |
| Sense of personal safety                                      | 39                                     | 36             | 39             | 41             | 50                  | 42           |
| Friendly people   | 32                                     | 25             | 30             | 36             | 50                  | 38           |
| Being close to relatives/in-laws                              | 49                                     | 37             | 33             | 27             | 23                  | 30           |
| A sense of community among residents                          | 18                                     | 17             | 23             | 28             | 37                  | 28           |
| Senior citizen programs                                       | 24                                     | 15             | 20             | 26             | 41                  | 28           |
| Affordable medical services                                   | 18                                     | 13             | 17             | 23             | 44                  | 27           |
| Availability of college classes                               | 21                                     | 18             | 18             | 22             | 30                  | 23           |
| A local newspaper willing to report controversial items       | 20                                     | 14             | 12             | 19             | 34                  | 22           |
| Child care services   | 22                                     | 14             | 14             | 19             | 30                  | 21           |
| Well maintained infrastructure                                | 16                                     | 13             | 16             | 19             | 27                  | 20           |
| Acceptance of newcomers                                       | 14                                     | 10             | 12             | 17             | 27                  | 18           |
| A willingness to tax and/or raise financial resources locally | 15                                     | 16             | 12             | 16             | 19                  | 16           |
| Recreational opportunities                                    | 10                                     | 10             | 12             | 17             | 20                  | 15           |
| Affordable housing  | 12                                     | 9              | 10             | 13             | 25                  | 15           |
| Leadership opportunities                                      | 12                                     | 7              | 12             | 16             | 21                  | 15           |
| Low cost of living  | 15                                     | 6              | 10             | 13             | 21                  | 14           |
| Adequate information technology                               | 11                                     | 7              | 6              | 11             | 14                  | 10           |
| Cultural opportunities  | 7                                      | 3              | 5              | 9              | 14                  | 9            |
| Availability of public transportation                         | 4                                      | 2              | 2              | 5              | 14                  | 7            |
| Quality jobs/economic opportunities                           | 4                                      | 3              | 3              | 6              | 10                  | 6            |

|  | <i>Community size categories</i>       |                      |                          |                          |                            | <i>Total</i> |
|--|--|----------------------|--------------------------|--------------------------|----------------------------|--------------|
|  | <i>Less than<br/>500</i>               | <i>500 -<br/>999</i> | <i>1,000 -<br/>4,999</i> | <i>5,000 -<br/>9,999</i> | <i>10,000 and<br/>over</i> |              |
|  | <i>Percent Saying "A Great Extent"</i> |                      |                          |                          |                            |              |
| Lack of urban congestion   | 52                                     | 58                   | 52                       | 47                       | 35                         | 47           |
| A quality school system (K - 12)                                 | 48                                     | 54                   | 49                       | 48                       | 42                         | 47           |
| A clean and attractive natural environment                       | 49                                     | 50                   | 45                       | 42                       | 35                         | 43           |
| Friendly people  | 45                                     | 45                   | 39                       | 34                       | 32                         | 38           |
| Being close to relatives/in-laws                                 | 31                                     | 31                   | 29                       | 27                       | 31                         | 30           |
| A sense of community among residents                             | 32                                     | 37                   | 29                       | 25                       | 22                         | 28           |
| Senior citizen programs  | 12                                     | 28                   | 29                       | 37                       | 30                         | 28           |
| Affordable medical services                                      | 17                                     | 24                   | 28                       | 30                       | 30                         | 27           |
| Availability of college classes                                  | 11                                     | 13                   | 12                       | 31                       | 38                         | 23           |
| A local newspaper willing to report<br>controversial items       | 11                                     | 25                   | 22                       | 23                       | 24                         | 22           |
| Child care services  | 11                                     | 20                   | 21                       | 27                       | 22                         | 21           |
| Well maintained infrastructure                                   | 15                                     | 20                   | 22                       | 21                       | 20                         | 20           |
| Acceptance of newcomers  | 18                                     | 22                   | 16                       | 20                       | 17                         | 18           |
| A willingness to tax and/or raise financial<br>resources locally | 7                                      | 13                   | 15                       | 20                       | 19                         | 16           |
| Recreational opportunities                                       | 11                                     | 12                   | 16                       | 18                       | 18                         | 15           |
| Affordable housing   | 13                                     | 17                   | 16                       | 14                       | 16                         | 15           |
| Leadership opportunities   | 9                                      | 17                   | 16                       | 18                       | 15                         | 15           |
| Low cost of living   | 19                                     | 23                   | 13                       | 9                        | 11                         | 14           |
| Adequate information technology                                  | 5                                      | 10                   | 9                        | 11                       | 13                         | 10           |
| Cultural opportunities   | 4                                      | 9                    | 7                        | 12                       | 11                         | 9            |
| Availability of public transportation                            | 3                                      | 5                    | 4                        | 7                        | 11                         | 7            |
| Quality jobs/economic opportunities                              | 3                                      | 3                    | 4                        | 9                        | 10                         | 6            |

**Appendix Table 4. Perceptions of Rural Nebraska by Community Size, Region and Individual Attributes**

|                          | <i>Shared or no shared values</i> |                               |                 | <i>Sophisticated or unsophisticated</i> |                               |                        | <i>Lack of or strong religious beliefs</i> |                               |               | <i>Commitment to community</i> |                               |           |
|--------------------------|-----------------------------------|-------------------------------|-----------------|---|-------------------------------|------------------------|--|-------------------------------|---------------|--------------------------------|-------------------------------|-----------|
|                          | <i>No</i>                         | <i>Neutral</i>                | <i>Commonly</i> | <i>Sophisticated</i>                    | <i>Neutral</i>                | <i>Unsophisticated</i> | <i>Lack of</i>                             | <i>Neutral</i>                | <i>Strong</i> | <i>Commitment</i>              | <i>Neutral</i>                | <i>No</i> |
|                          | <i>Percentages</i>                |                               |                 |   |                               |                        |  |                               |               |                                |                               |           |
| <b>Community Size</b>    |                                   | (n = 2487)                    |                 |   | (n = 2472)                    |                        |  | (n = 2541)                    |               |                                | (n = 2504)                    |           |
| Less than 500            | 7                                 | 19                            | 74              | 22                                      | 41                            | 37                     | 9  | 13                            | 78            | 44                             | 19                            | 38        |
| 500 - 4,999              | 6                                 | 18                            | 76              | 22                                      | 41                            | 38                     | 5  | 13                            | 82            | 44                             | 21                            | 35        |
| 5,000 and over           | 6                                 | 21                            | 73              | 23                                      | 42                            | 35                     | 5  | 14                            | 82            | 41                             | 21                            | 38        |
| <i>Chi-square (sig.)</i> |                                   | P <sup>2</sup> = 4.03 (.402)  |                 |   | P <sup>2</sup> = 1.12 (.891)  |                        |  | P <sup>2</sup> = 8.64 (.071)  |               |                                | P <sup>2</sup> = 3.93 (.415)  |           |
| <b>Region</b>            |                                   | (n = 2540)                    |                 |   | (n = 2517)                    |                        |  | (n = 2600)                    |               |                                | (n = 2558)                    |           |
| Panhandle                | 8                                 | 20                            | 73              | 21                                      | 40                            | 38                     | 6  | 15                            | 80            | 42                             | 21                            | 37        |
| North Central            | 5                                 | 21                            | 74              | 20                                      | 44                            | 37                     | 5  | 18                            | 77            | 44                             | 21                            | 35        |
| South Central            | 5                                 | 19                            | 76              | 23                                      | 43                            | 35                     | 6  | 12                            | 82            | 41                             | 22                            | 37        |
| Northeast                | 5                                 | 21                            | 74              | 25                                      | 39                            | 36                     | 5  | 10                            | 85            | 45                             | 19                            | 36        |
| Southeast                | 8                                 | 19                            | 73              | 22                                      | 41                            | 37                     | 7  | 13                            | 80            | 42                             | 20                            | 38        |
| <i>Chi-square (sig.)</i> |                                   | P <sup>2</sup> = 8.05 (.429)  |                 |   | P <sup>2</sup> = 5.36 (.718)  |                        |  | P <sup>2</sup> = 16.32 (.038) |               |                                | P <sup>2</sup> = 3.04 (.932)  |           |
| <b>Income Level</b>      |                                   | (n = 2370)                    |                 |   | (n = 2353)                    |                        |  | (n = 2412)                    |               |                                | (n = 2386)                    |           |
| Under \$20,000           | 9                                 | 26                            | 65              | 22                                      | 45                            | 32                     | 9  | 17                            | 75            | 39                             | 25                            | 36        |
| \$20,000 - \$39,999      | 6                                 | 21                            | 72              | 22                                      | 43                            | 35                     | 6  | 16                            | 77            | 41                             | 23                            | 36        |
| \$40,000 - \$59,999      | 6                                 | 17                            | 77              | 22                                      | 39                            | 39                     | 4  | 10                            | 86            | 44                             | 17                            | 39        |
| \$60,000 and over        | 4                                 | 13                            | 83              | 24                                      | 38                            | 38                     | 5  | 8                             | 87            | 46                             | 17                            | 38        |
| <i>Chi-square (sig.)</i> |                                   | P <sup>2</sup> = 44.74 (.000) |                 |   | P <sup>2</sup> = 10.36 (.110) |                        |  | P <sup>2</sup> = 43.35 (.000) |               |                                | P <sup>2</sup> = 16.62 (.011) |           |
| <b>Age</b>               |                                   | (n = 2559)                    |                 |   | (n = 2538)                    |                        |  | (n = 2619)                    |               |                                | (n = 2578)                    |           |
| 19 - 39                  | 5                                 | 19                            | 76              | 24                                      | 41                            | 35                     | 7  | 16                            | 77            | 49                             | 19                            | 32        |
| 40 - 64                  | 7                                 | 18                            | 76              | 24                                      | 40                            | 36                     | 6  | 13                            | 82            | 44                             | 20                            | 36        |
| 65 and over              | 6                                 | 24                            | 70              | 19                                      | 43                            | 39                     | 6  | 12                            | 82            | 35                             | 24                            | 42        |
| <i>Chi-square (sig.)</i> |                                   | P <sup>2</sup> = 15.51 (.004) |                 |   | P <sup>2</sup> = 8.35 (.080)  |                        |  | P <sup>2</sup> = 5.31 (.257)  |               |                                | P <sup>2</sup> = 27.59 (.000) |           |
| <b>Gender</b>            |                                   | (n = 2534)                    |                 |   | (n = 2513)                    |                        |  | (n = 2593)                    |               |                                | (n = 2552)                    |           |
| Male                     | 6                                 | 20                            | 74              | 22                                      | 42                            | 36                     | 6  | 13                            | 81            | 41                             | 21                            | 37        |
| Female                   | 7                                 | 19                            | 74              | 23                                      | 40                            | 37                     | 5  | 13                            | 82            | 44                             | 20                            | 36        |
| <i>Chi-square (sig.)</i> |                                   | P <sup>2</sup> = 0.68 (.713)  |                 |   | P <sup>2</sup> = 1.22 (.543)  |                        |  | P <sup>2</sup> = 1.15 (.564)  |               |                                | P <sup>2</sup> = 2.13 (.345)  |           |
| <b>Marital Status</b>    |                                   | (n = 2532)                    |                 |   | (n = 2511)                    |                        |  | (n = 2591)                    |               |                                | (n = 2551)                    |           |
| Married                  | 6                                 | 18                            | 76              | 23                                      | 42                            | 36                     | 6  | 12                            | 82            | 43                             | 20                            | 37        |
| Never married            | 3                                 | 22                            | 76              | 19                                      | 43                            | 38                     | 8  | 16                            | 75            | 45                             | 27                            | 28        |
| Divorced/separated       | 10                                | 23                            | 67              | 26                                      | 41                            | 33                     | 6  | 19                            | 75            | 39                             | 23                            | 38        |
| Widowed                  | 8                                 | 24                            | 68              | 21                                      | 37                            | 43                     | 4  | 12                            | 84            | 37                             | 22                            | 41        |
| <i>Chi-square (sig.)</i> |                                   | P <sup>2</sup> = 17.70 (.007) |                 |   | P <sup>2</sup> = 7.60 (.269)  |                        |  | P <sup>2</sup> = 15.71 (.015) |               |                                | P <sup>2</sup> = 11.74 (.068) |           |
| <b>Education</b>         |                                   | (n = 2535)                    |                 |   | (n = 2512)                    |                        |  | (n = 2593)                    |               |                                | (n = 2553)                    |           |
| High school or less      | 7                                 | 26                            | 67              | 20                                      | 46                            | 34                     | 8  | 17                            | 75            | 39                             | 26                            | 36        |
| Some college             | 7                                 | 20                            | 73              | 25                                      | 39                            | 37                     | 5  | 13                            | 82            | 43                             | 20                            | 37        |
| College grad             | 4                                 | 11                            | 86              | 23                                      | 38                            | 40                     | 4  | 8                             | 88            | 46                             | 16                            | 38        |
| <i>Chi-square (sig.)</i> |                                   | P <sup>2</sup> = 75.09 (.000) |                 |   | P <sup>2</sup> = 16.82 (.002) |                        |  | P <sup>2</sup> = 50.94 (.000) |               |                                | P <sup>2</sup> = 26.99 (.000) |           |
| <b>Occupation</b>        |                                   | (n = 1836)                    |                 |   | (n = 1828)                    |                        |  | (n = 1856)                    |               |                                | (n = 1843)                    |           |
| Prof/tech/admin.         | 3                                 | 13                            | 83              | 26                                      | 37                            | 37                     | 3  | 10                            | 87            | 50                             | 17                            | 33        |
| Farming/ranching         | 5                                 | 15                            | 81              | 21                                      | 41                            | 38                     | 4  | 11                            | 85            | 47                             | 15                            | 38        |
| Laborer                  | 8                                 | 26                            | 66              | 22                                      | 44                            | 34                     | 10   | 17                            | 73            | 44                             | 24                            | 32        |
| Other                    | 8                                 | 17                            | 75              | 24                                      | 40                            | 36                     | 6  | 13                            | 82            | 41                             | 21                            | 37        |
| <i>Chi-square (sig.)</i> |                                   | P <sup>2</sup> = 48.84 (.000) |                 |   | P <sup>2</sup> = 6.32 (.388)  |                        |  | P <sup>2</sup> = 37.19 (.000) |               |                                | P <sup>2</sup> = 18.96 (.004) |           |



Appendix Table 4 continued.

|                          | <i>Leisure or work oriented</i> |                |             | <i>Open or close minded</i>   |                |                     | <i>Dependent on others or self-sufficient</i> |                |                        | <i>Open spaces or congested</i> |                |                  |
|--------------------------|---------------------------------|----------------|-------------|-------------------------------|----------------|---------------------|---|----------------|------------------------|---------------------------------|----------------|------------------|
|                          | <i>Leisure</i>                  | <i>Neutral</i> | <i>Work</i> | <i>Open-minded</i>            | <i>Neutral</i> | <i>Close-minded</i> | <i>Dependent</i>                              | <i>Neutral</i> | <i>Self-sufficient</i> | <i>Open spaces</i>              | <i>Neutral</i> | <i>Congested</i> |
| <i>Percentages</i>       |                                 |                |             |                               |                |                     |   |                |                        |                                 |                |                  |
| <b>Community Size</b>    |                                 | (n = 2494)     |             |                               | (n = 2512)     |                     |   | (n = 2508)     |                        |                                 | (n = 2501)     |                  |
| Less than 500            | 13                              | 28             | 59          | 31                            | 31             | 38                  | 13  | 27             | 59                     | 74                              | 12             | 14               |
| 500 - 4,999              | 11                              | 27             | 62          | 30                            | 33             | 38                  | 13  | 26             | 61                     | 75                              | 11             | 15               |
| 5,000 and over           | 12                              | 28             | 61          | 33                            | 27             | 40                  | 13  | 25             | 62                     | 66                              | 15             | 19               |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 2.05 (.727)    |                |             | P <sup>2</sup> = 7.45 (.114)  |                |                     | P <sup>2</sup> = 1.18 (.881)                  |                |                        | P <sup>2</sup> = 21.81 (.000)   |                |                  |
| <b>Region</b>            |                                 | (n = 2543)     |             |                               | (n = 2565)     |                     |   | (n = 2559)     |                        |                                 | (n = 2556)     |                  |
| Panhandle                | 11                              | 30             | 58          | 29                            | 31             | 41                  | 13  | 25             | 62                     | 70                              | 12             | 18               |
| North Central            | 12                              | 26             | 62          | 34                            | 28             | 38                  | 10  | 27             | 63                     | 74                              | 11             | 15               |
| South Central            | 12                              | 27             | 61          | 31                            | 30             | 40                  | 13  | 27             | 61                     | 71                              | 13             | 16               |
| Northeast                | 9                               | 29             | 62          | 33                            | 31             | 35                  | 12  | 26             | 62                     | 69                              | 14             | 18               |
| Southeast                | 14                              | 25             | 61          | 30                            | 31             | 39                  | 16  | 25             | 59                     | 72                              | 12             | 17               |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 9.91 (.272)    |                |             | P <sup>2</sup> = 5.72 (.679)  |                |                     | P <sup>2</sup> = 10.12 (.257)                 |                |                        | P <sup>2</sup> = 4.68 (.792)    |                |                  |
| <b>Income Level</b>      |                                 | (n = 2368)     |             |                               | (n = 2390)     |                     |   | (n = 2385)     |                        |                                 | (n = 2386)     |                  |
| Under \$20,000           | 14                              | 29             | 57          | 29                            | 36             | 36                  | 16  | 31             | 53                     | 68                              | 15             | 18               |
| \$20,000 - \$39,999      | 12                              | 31             | 57          | 31                            | 31             | 38                  | 11  | 29             | 60                     | 68                              | 15             | 17               |
| \$40,000 - \$59,999      | 10                              | 24             | 66          | 31                            | 28             | 41                  | 11  | 23             | 66                     | 72                              | 10             | 18               |
| \$60,000 and over        | 12                              | 24             | 64          | 31                            | 27             | 42                  | 16  | 21             | 63                     | 77                              | 9              | 14               |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 20.28 (.002)   |                |             | P <sup>2</sup> = 11.19 (.083) |                |                     | P <sup>2</sup> = 30.86 (.000)                 |                |                        | P <sup>2</sup> = 20.92 (.002)   |                |                  |
| <b>Age</b>               |                                 | (n = 2563)     |             |                               | (n = 2586)     |                     |   | (n = 2580)     |                        |                                 | (n = 2577)     |                  |
| 19 - 39                  | 11                              | 29             | 60          | 27                            | 28             | 46                  | 14  | 28             | 58                     | 77                              | 12             | 11               |
| 40 - 64                  | 13                              | 26             | 62          | 31                            | 30             | 40                  | 13  | 25             | 62                     | 73                              | 11             | 16               |
| 65 and over              | 10                              | 29             | 61          | 35                            | 33             | 32                  | 13  | 26             | 62                     | 64                              | 16             | 21               |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 4.48 (.346)    |                |             | P <sup>2</sup> = 24.68 (.000) |                |                     | P <sup>2</sup> = 3.02 (.555)                  |                |                        | P <sup>2</sup> = 32.81 (.000)   |                |                  |
| <b>Gender</b>            |                                 | (n = 2538)     |             |                               | (n = 2559)     |                     |   | (n = 2554)     |                        |                                 | (n = 2552)     |                  |
| Male                     | 11                              | 27             | 62          | 31                            | 30             | 39                  | 13  | 25             | 62                     | 71                              | 12             | 17               |
| Female                   | 13                              | 29             | 59          | 31                            | 31             | 38                  | 12  | 27             | 61                     | 71                              | 13             | 16               |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 2.67 (.263)    |                |             | P <sup>2</sup> = 0.81 (.668)  |                |                     | P <sup>2</sup> = 1.64 (.441)                  |                |                        | P <sup>2</sup> = 0.24 (.888)    |                |                  |
| <b>Marital Status</b>    |                                 | (n = 2536)     |             |                               | (n = 2557)     |                     |   | (n = 2552)     |                        |                                 | (n = 2551)     |                  |
| Married                  | 11                              | 27             | 62          | 31                            | 30             | 38                  | 13  | 25             | 62                     | 72                              | 12             | 16               |
| Never married            | 20                              | 31             | 50          | 27                            | 29             | 44                  | 12  | 29             | 60                     | 71                              | 12             | 18               |
| Divorced/separated       | 12                              | 24             | 64          | 28                            | 30             | 42                  | 12  | 28             | 60                     | 70                              | 11             | 19               |
| Widowed                  | 11                              | 33             | 56          | 35                            | 32             | 34                  | 13  | 27             | 60                     | 65                              | 15             | 20               |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 17.55 (.007)   |                |             | P <sup>2</sup> = 6.22 (.399)  |                |                     | P <sup>2</sup> = 1.58 (.954)                  |                |                        | P <sup>2</sup> = 5.53 (.478)    |                |                  |
| <b>Education</b>         |                                 | (n = 2539)     |             |                               | (n = 2560)     |                     |   | (n = 2556)     |                        |                                 | (n = 2553)     |                  |
| High school or less      | 13                              | 33             | 55          | 35                            | 33             | 32                  | 13  | 30             | 57                     | 63                              | 18             | 19               |
| Some college             | 12                              | 28             | 60          | 31                            | 31             | 38                  | 13  | 26             | 61                     | 72                              | 12             | 16               |
| College grad             | 11                              | 20             | 70          | 27                            | 26             | 48                  | 13  | 20             | 67                     | 79                              | 6              | 15               |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 42.90 (.000)   |                |             | P <sup>2</sup> = 41.91 (.000) |                |                     | P <sup>2</sup> = 19.83 (.001)                 |                |                        | P <sup>2</sup> = 69.57 (.000)   |                |                  |
| <b>Occupation</b>        |                                 | (n = 1836)     |             |                               | (n = 1850)     |                     |   | (n = 1847)     |                        |                                 | (n = 1848)     |                  |
| Prof/tech/admin.         | 11                              | 25             | 64          | 30                            | 26             | 45                  | 13  | 23             | 64                     | 79                              | 8              | 14               |
| Farming/ranching         | 11                              | 18             | 72          | 36                            | 27             | 37                  | 10  | 22             | 69                     | 81                              | 7              | 12               |
| Laborer                  | 11                              | 35             | 54          | 31                            | 31             | 37                  | 13  | 27             | 60                     | 68                              | 16             | 15               |
| Other                    | 13                              | 24             | 63          | 30                            | 29             | 41                  | 12  | 29             | 60                     | 72                              | 12             | 16               |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 30.42 (.000)   |                |             | P <sup>2</sup> = 10.77 (.096) |                |                     | P <sup>2</sup> = 12.22 (.057)                 |                |                        | P <sup>2</sup> = 29.64 (.000)   |                |                  |

Appendix Table 4 continued.

|                          | <i>Unfriendly or friendly people</i> |                |                 | <i>Tolerant or prejudiced to ethnic minorities</i> |                |                   | <i>Stressful or peaceful</i>  |                |                 | <i>Tough or weak</i>          |                |             |
|--------------------------|--------------------------------------|----------------|-----------------|--|----------------|-------------------|-------------------------------|----------------|-----------------|-------------------------------|----------------|-------------|
|                          | <i>Unfriendly</i>                    | <i>Neutral</i> | <i>Friendly</i> | <i>Tolerant</i>                                    | <i>Neutral</i> | <i>Prejudiced</i> | <i>Stressful</i>              | <i>Neutral</i> | <i>Peaceful</i> | <i>Tough/resilient</i>        | <i>Neutral</i> | <i>Weak</i> |
|                          | <i>Percentages</i>                   |                |                 |  |                |                   |                               |                |                 |                               |                |             |
| <b>Community Size</b>    | (n = 2529)                           |                |                 | (n = 2489)   |                |                   | (n = 2510)                    |                |                 | (n = 2497)                    |                |             |
| Less than 500            | 13                                   | 16             | 71              | 28   | 37             | 35                | 18                            | 23             | 60              | 62                            | 24             | 14          |
| 500 - 4,999              | 11                                   | 16             | 73              | 31   | 33             | 36                | 15                            | 22             | 63              | 65                            | 23             | 12          |
| 5,000 and over           | 11                                   | 19             | 70              | 34   | 30             | 37                | 16                            | 26             | 58              | 59                            | 25             | 15          |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 6.73 (.151)         |                |                 | P <sup>2</sup> = 8.35 (.080)                       |                |                   | P <sup>2</sup> = 7.12 (.130)  |                |                 | P <sup>2</sup> = 8.75 (.068)  |                |             |
| <b>Region</b>            | (n = 2585)                           |                |                 | (n = 2541)   |                |                   | (n = 2563)                    |                |                 | (n = 2544)                    |                |             |
| Panhandle                | 16                                   | 15             | 69              | 39   | 29             | 33                | 17                            | 21             | 62              | 58                            | 27             | 16          |
| North Central            | 9                                    | 14             | 77              | 33   | 34             | 33                | 17                            | 25             | 57              | 64                            | 26             | 10          |
| South Central            | 11                                   | 19             | 71              | 31   | 31             | 37                | 16                            | 25             | 59              | 62                            | 24             | 14          |
| Northeast                | 8                                    | 19             | 72              | 32   | 32             | 37                | 14                            | 24             | 62              | 63                            | 23             | 14          |
| Southeast                | 13                                   | 17             | 70              | 29   | 37             | 35                | 17                            | 21             | 62              | 62                            | 23             | 15          |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 21.79 (.005)        |                |                 | P <sup>2</sup> = 14.11 (.079)                      |                |                   | P <sup>2</sup> = 7.10 (.526)  |                |                 | P <sup>2</sup> = 8.25 (.410)  |                |             |
| <b>Income Level</b>      | (n = 2395)                           |                |                 | (n = 2371)   |                |                   | (n = 2388)                    |                |                 | (n = 2378)                    |                |             |
| Under \$20,000           | 14                                   | 18             | 69              | 32   | 37             | 31                | 20                            | 26             | 54              | 52                            | 31             | 17          |
| \$20,000 - \$39,999      | 12                                   | 19             | 69              | 31   | 34             | 35                | 16                            | 26             | 58              | 58                            | 27             | 15          |
| \$40,000 - \$59,999      | 11                                   | 16             | 73              | 34   | 29             | 37                | 13                            | 23             | 65              | 67                            | 21             | 12          |
| \$60,000 and over        | 9                                    | 15             | 76              | 29   | 30             | 41                | 16                            | 19             | 65              | 71                            | 17             | 12          |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 9.48 (.148)         |                |                 | P <sup>2</sup> = 14.05 (.029)                      |                |                   | P <sup>2</sup> = 24.79 (.000) |                |                 | P <sup>2</sup> = 49.17 (.000) |                |             |
| <b>Age</b>               | (n = 2605)                           |                |                 | (n = 2562)   |                |                   | (n = 2583)                    |                |                 | (n = 2565)                    |                |             |
| 19 - 39                  | 12                                   | 19             | 69              | 33   | 29             | 39                | 17                            | 26             | 57              | 68                            | 24             | 8           |
| 40 - 64                  | 11                                   | 17             | 73              | 30   | 32             | 38                | 17                            | 24             | 59              | 66                            | 22             | 12          |
| 65 and over              | 11                                   | 18             | 71              | 35   | 36             | 29                | 12                            | 23             | 65              | 51                            | 29             | 20          |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 2.54 (.638)         |                |                 | P <sup>2</sup> = 19.45 (.001)                      |                |                   | P <sup>2</sup> = 13.32 (.010) |                |                 | P <sup>2</sup> = 64.07 (.000) |                |             |
| <b>Gender</b>            | (n = 2578)                           |                |                 | (n = 2536)   |                |                   | (n = 2558)                    |                |                 | (n = 2540)                    |                |             |
| Male                     | 11                                   | 17             | 72              | 31   | 33             | 36                | 16                            | 24             | 60              | 63                            | 24             | 14          |
| Female                   | 11                                   | 18             | 71              | 34   | 32             | 35                | 15                            | 23             | 61              | 60                            | 26             | 14          |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 0.25 (.883)         |                |                 | P <sup>2</sup> = 2.32 (.313)                       |                |                   | P <sup>2</sup> = 0.65 (.724)  |                |                 | P <sup>2</sup> = 1.80 (.408)  |                |             |
| <b>Marital Status</b>    | (n = 2576)                           |                |                 | (n = 2535)   |                |                   | (n = 2557)                    |                |                 | (n = 2539)                    |                |             |
| Married                  | 11                                   | 18             | 71              | 32   | 32             | 36                | 16                            | 24             | 60              | 64                            | 23             | 13          |
| Never married            | 11                                   | 15             | 74              | 33   | 33             | 34                | 16                            | 25             | 59              | 60                            | 27             | 13          |
| Divorced/separated       | 15                                   | 17             | 68              | 30   | 35             | 35                | 16                            | 24             | 60              | 59                            | 26             | 15          |
| Widowed                  | 10                                   | 15             | 75              | 36   | 34             | 31                | 12                            | 22             | 66              | 48                            | 33             | 19          |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 5.85 (.441)         |                |                 | P <sup>2</sup> = 3.69 (.718)                       |                |                   | P <sup>2</sup> = 5.32 (.503)  |                |                 | P <sup>2</sup> = 24.66 (.000) |                |             |
| <b>Education</b>         | (n = 2579)                           |                |                 | (n = 2536)   |                |                   | (n = 2560)                    |                |                 | (n = 2540)                    |                |             |
| High school or less      | 13                                   | 18             | 69              | 33   | 37             | 30                | 18                            | 26             | 56              | 52                            | 31             | 17          |
| Some college             | 11                                   | 19             | 71              | 33   | 31             | 36                | 15                            | 25             | 60              | 63                            | 25             | 13          |
| College grad             | 9                                    | 15             | 77              | 28   | 29             | 43                | 15                            | 19             | 67              | 74                            | 15             | 12          |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 14.63 (.006)        |                |                 | P <sup>2</sup> = 34.53 (.000)                      |                |                   | P <sup>2</sup> = 21.35 (.000) |                |                 | P <sup>2</sup> = 83.78 (.000) |                |             |
| <b>Occupation</b>        | (n = 1845)                           |                |                 | (n = 1838)   |                |                   | (n = 1845)                    |                |                 | (n = 1848)                    |                |             |
| Prof/tech/admin.         | 9                                    | 16             | 76              | 31   | 28             | 41                | 13                            | 22             | 65              | 72                            | 19             | 10          |
| Farming/ranching         | 8                                    | 15             | 77              | 33   | 32             | 35                | 29                            | 21             | 51              | 71                            | 16             | 12          |
| Laborer                  | 14                                   | 20             | 66              | 30   | 37             | 32                | 17                            | 26             | 56              | 60                            | 28             | 13          |
| Other                    | 10                                   | 18             | 72              | 34   | 28             | 38                | 15                            | 23             | 62              | 65                            | 24             | 12          |
| <i>Chi-square (sig.)</i> | P <sup>2</sup> = 15.71 (.015)        |                |                 | P <sup>2</sup> = 14.30 (.026)                      |                |                   | P <sup>2</sup> = 43.37 (.000) |                |                 | P <sup>2</sup> = 22.76 (.001) |                |             |

Appendix Table 4 continued.

| <i>No sense or strong sense of family</i> |                 |                               |                     |
|---|-----------------|-------------------------------|---------------------|
|   | <i>No sense</i> | <i>Neutral</i>                | <i>Strong sense</i> |
| <i>Percentages</i>                        |                 |                               |                     |
| <b>Community Size</b>                     |                 | (n = 2535)                    |                     |
| Less than 500                             | 4               | 9                             | 87                  |
| 500 - 4,999                               | 4               | 8                             | 88                  |
| 5,000 and over                            | 5               | 11                            | 85                  |
| <i>Chi-square (sig.)</i>                  |                 | P <sup>2</sup> = 4.24 (.375)  |                     |
| <b>Region</b>                             |                 | (n = 2588)                    |                     |
| Panhandle                                 | 6               | 12                            | 82                  |
| North Central                             | 4               | 10                            | 87                  |
| South Central                             | 4               | 10                            | 87                  |
| Northeast                                 | 4               | 8                             | 89                  |
| Southeast                                 | 6               | 9                             | 86                  |
| <i>Chi-square (sig.)</i>                  |                 | P <sup>2</sup> = 10.36 (.240) |                     |
| <b>Income Level</b>                       |                 | (n = 2404)                    |                     |
| Under \$20,000                            | 5               | 13                            | 82                  |
| \$20,000 - \$39,999                       | 6               | 12                            | 83                  |
| \$40,000 - \$59,999                       | 3               | 7                             | 90                  |
| \$60,000 and over                         | 3               | 5                             | 92                  |
| <i>Chi-square (sig.)</i>                  |                 | P <sup>2</sup> = 36.24 (.000) |                     |
| <b>Age</b>                                |                 | (n = 2609)                    |                     |
| 19 - 39                                   | 3               | 10                            | 87                  |
| 40 - 64                                   | 4               | 9                             | 87                  |
| 65 and over                               | 5               | 10                            | 85                  |
| <i>Chi-square (sig.)</i>                  |                 | P <sup>2</sup> = 3.84 (.429)  |                     |
| <b>Gender</b>                             |                 | (n = 2582)                    |                     |
| Male                                      | 4               | 10                            | 86                  |
| Female                                    | 4               | 9                             | 87                  |
| <i>Chi-square (sig.)</i>                  |                 | P <sup>2</sup> = 1.17 (.556)  |                     |
| <b>Marital Status</b>                     |                 | (n = 2580)                    |                     |
| Married                                   | 4               | 9                             | 87                  |
| Never married                             | 3               | 13                            | 84                  |
| Divorced/separated                        | 6               | 13                            | 81                  |
| Widowed                                   | 5               | 8                             | 87                  |
| <i>Chi-square (sig.)</i>                  |                 | P <sup>2</sup> = 12.25 (.057) |                     |
| <b>Education</b>                          |                 | (n = 2583)                    |                     |
| High school or less                       | 6               | 13                            | 82                  |
| Some college                              | 4               | 9                             | 87                  |
| College grad                              | 2               | 5                             | 92                  |
| <i>Chi-square (sig.)</i>                  |                 | P <sup>2</sup> = 39.87 (.000) |                     |
| <b>Occupation</b>                         |                 | (n = 1855)                    |                     |
| Prof/tech/admin.                          | 2               | 6                             | 92                  |
| Farming/ranching                          | 4               | 8                             | 88                  |
| Laborer                                   | 5               | 12                            | 83                  |
| Other                                     | 4               | 9                             | 88                  |
| <i>Chi-square (sig.)</i>                  |                 | P <sup>2</sup> = 17.23 (.008) |                     |

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