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The Rural Workplace and Technology Utilization: Results from the 1997 Annual Nebraska Rural Poll

John C. Allen
University of Nebraska - Lincoln, jallen1@unl.edu

Rebecca Filkins
University of Nebraska - Lincoln

Sam Cordes
University of Nebraska - Lincoln, scordes1@unl.edu

Amy M. Smith
University of Nebraska - Lincoln

Eric Jarecki
University of Nebraska - Lincoln

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THE CENTER FOR RURAL COMMUNITY REVITALIZATION AND DEVELOPMENT

A Working Paper*

The Rural Workplace and Technology Utilization: Results from the 1997 Annual Nebraska Rural Poll**

John C. Allen
Rebecca Filkins
Sam Cordes
Amy M. Smith
Eric Jarecki

University of Nebraska-Lincoln

Institute of Agriculture and Natural Resources

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

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Executive Summary

This working paper presents findings from the second annual Nebraska Rural Poll. The study is based on 3,264 responses from households in the 87 non-metropolitan counties in the state. The objectives of this paper are to answer the following questions:

1. What percent of rural Nebraskans have employment, and what is the nature of that employment: full-time? part-time? self-employed?
2. What benefits do rural Nebraskans have at their place of employment? Health insurance? Paid vacation? Other?
3. What is the extent and nature of self-employment in rural Nebraska?
4. What is the extent of telecommuting and the use of various telecommunications technologies in rural Nebraska?

Key findings include the following:

- Seventy-six percent of the respondents reported having some form of employment in 1996. Of these, sixty-one percent were employed by someone else; twenty percent were self-employed; and nineteen percent were both employed by someone else and were also self-employed.
- Of the sixty-one percent employed by someone else (and without any self-employment), approximately eighty-six percent were employed in at least one full-time job, including about twenty percent who were supplementing their full-time job(s) with part-time work.

- Respondents who had nothing but part-time jobs were more likely to be age 65 and over, females, those with less than a high school diploma and those who were widowed or never married.
- Most employed respondents received paid vacation, health insurance, an employer-sponsored retirement program and paid sick leave from their employer.
- The proportion of self-employed tended to increase with age and decrease with community size.
- Rural Nebraskans with the highest incomes had disproportionately large representation among the self-employed category, including those who were self-employed in conjunction with another job.
- Just over one-third of the self-employed had a non-agricultural home-based business.
- The vast majority of rural Nebraskans do not have any telecommuters in their household. Certain groups that were more likely to have a telecommuter were: respondents with higher household incomes, those between the ages of 40 and 49 and the respondents with higher educational levels.
- The telecommunications technologies used more often by rural Nebraskans include: a telephone answering machine, a personal computer, a cellular phone and satellite TV. On the other hand, few respondents reported using interactive TV, electronic medical monitoring and an electronic bulletin board.
- Certain groups were more likely to use most of those technologies: those with higher household incomes, those with higher educational levels, respondents living in the larger communities, and those less than 50 years of age.

Introduction

Society has undergone many changes in the last fifty years. One of those changes is how families generate their household incomes. What types of jobs do they have? How many rural Nebraskans work multiple jobs? What benefits do rural Nebraskans receive from their employer? Another change involves the proliferation of telecommunications technologies in homes, offices and schools across the nation. These technologies offer opportunities for rural areas to overcome geographic isolation and to promote their participation in the global economy. How are rural Nebraskans using these technologies? This working paper addresses these questions.

Methodology and Respondent Profile

This study is based on 3,264 responses from Nebraskans living in non-metropolitan counties in the state. A self-administered questionnaire was mailed in April 1997 to 6,400 randomly selected households. Metropolitan counties not included in the sample were the six Nebraska counties that are part of the Omaha, Lincoln, and Sioux City metropolitan areas. All of the other 87 counties in the state were sampled. The 14 page questionnaire included questions pertaining to well-being, community, government policy, and work. This paper will report only on the work portion of the survey.

A 51% response rate was achieved using the Total Design Method (Dillman, 1978). The sequence of steps in the survey process were:

1. A “pre-notification” letter was sent first. This letter requested participation in the study and was signed by the project director.
2. The questionnaire was mailed with an informational letter, signed by the project director, about seven days after the “pre-notification” letter was sent.

3. A reminder postcard was sent to the entire sample approximately seven days after the questionnaire (step #2) had been sent.
4. Those who had not responded within approximately 14 days of the original mailing were then sent a replacement questionnaire.

1997 Respondent Profile

The average respondent was 53 years of age. Seventy-three percent were married (Table 1[*]) and seventy-two percent lived in a town or village. On average, respondents had lived in their current town or village 31 years. Fifty-eight percent of the respondents were living in towns or villages smaller than 5,000 people.

Sixty percent of the respondents reported their approximate household income from all sources, before taxes, for 1996 was below $39,999. Twenty-five percent reported incomes over $50,000. Ninety percent had attained at least a high school diploma.

Fifty-two percent reported that their spouse or partner worked full-time, and an additional twenty percent said their spouse or partner was working part-time. Twenty-five percent reported that their spouse or partner was retired.

[*] Table 1 also includes demographic data from the 1996 Rural Poll, as well as similar data based on the entire non-metro population of Nebraska (using 1990 Census data).

Findings

A large amount of data were generated from the 1997 Rural Poll but only the employment related data are reflected in the subsequent tables and figures. Only selected comments will be made on the data presented. The reader is encouraged to study the tables and figures to draw additional conclusions and insights.

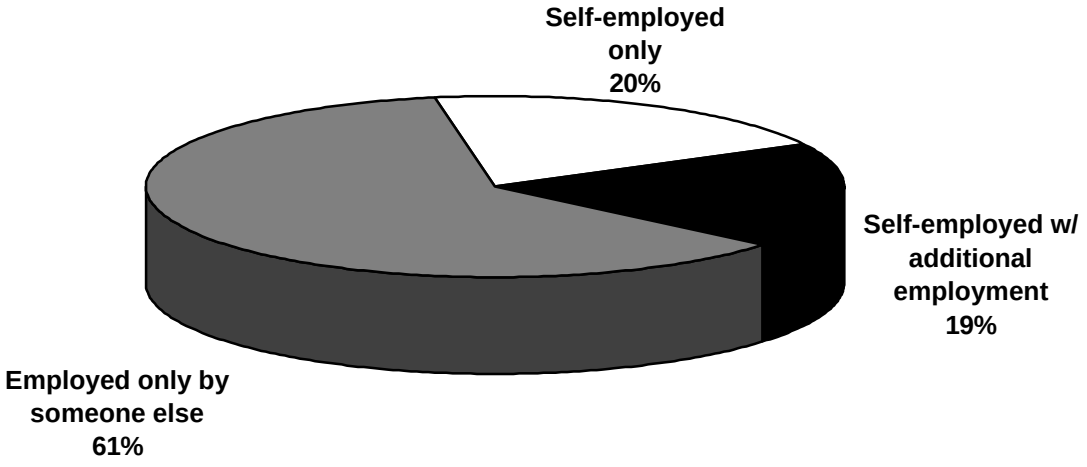
Rural Nebraskans' Employment Status

Rural Nebraskans were asked the following questions pertaining to employment:

Did you have at least one full-time, year-round job for an employer during 1996?
Did you have any part-time jobs during 1996?
Did you have any seasonal employment in 1996?
Were you self-employed at any time during 1996?

Seventy-six percent of the respondents reported having at least one of the above types of employment. The characteristics of the remaining twenty-four percent of the respondents who do not have any type of employment are reflected in Table 2. This group tended to be at least

Figure 1. Rural Nebraskans' Employment Structure



sixty-five years of age, married, male, have lower educational levels and lower incomes.

The seventy-six percent of the respondents who had some type of employment can be grouped into three broad categories (Figure 1): employed only by someone else (61%); self-employment with no additional employment (20%); and those who had engaged in both self-employment and who also work for someone else—either full-time[*], part-time[**], or both (19%). The sixty-one percent of those who are employed only by someone else can be further divided into three sub-categories: forty percent who were engaged only in full-time employment, twelve percent who were employed in both full-time and part-time jobs, and nine percent who had no full-time employment but who were employed on a part-time basis.

As noted above, forty percent of those employed had full-time jobs and no other type of employment. This proportion tended to increase with community size (Table 3). Conversely, a relatively small proportion of those age 65 and over were in this employment category (9%), as were people who had less than a ninth-grade education (23%).

Although only nine percent of those who were employed had only a part-time job and no other type of employment, this proportion was considerably higher for those age 65 and over (33%), for females (15%), for those with less than a high school diploma (19-20%), and for those who were widowed (31%) or never married (16%).

The proportion of those who were self-employed and without any other type of employment increased with age: from five percent for those age 19-29 years to thirty-five percent for those age 65 and up. Conversely, the proportion of people in this employment category decreased with community size: from thirty percent in communities of less than 100 to only eleven percent in communities of 10,000 population and up. Additionally, a relatively high

[*] Full-time is defined as a full-time, year-round job.
[**] Part-time also includes seasonal jobs, even if these jobs were traditional 40-hour per week jobs.

proportion of those with less than a ninth grade education were self-employed and without any type of additional employment (37%).

Those with both full-time and part-time jobs were less likely to be found among those 65 and older than those between the ages of 19 and 29 (two percent compared to twenty-one percent). Additionally, those who were widowed and who did not have a high school diploma were relatively unlikely to have both a full-time and part-time job.

Finally, an analysis of the relationship between types of employment and income provides some interesting insights. Lower incomes tend to be associated with those who have nothing other than part-time employment. Those at the highest end of the income spectrum (incomes of $75,000 and over) had disproportionately large representation among the self-employed category, including those who were self-employed in conjunction with another job.

Employee Benefits

In recent years, the question of how to pay for health insurance, child care, retirement programs and other social nets for our citizens has been raised. A basic question is what benefits do rural Nebraskans receive from their employers? Who has what blend of benefit packages? To address these questions, the respondents were asked the following:

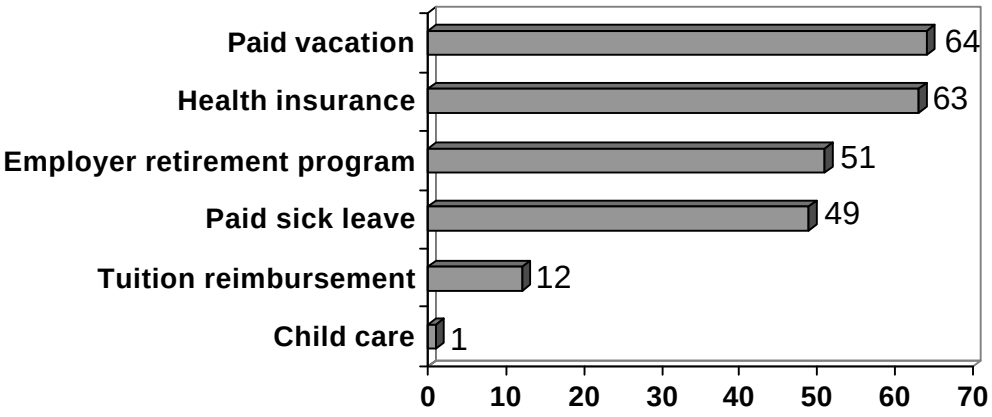
> *Which of the following benefits did you receive from one or more of your employers during 1996? (Please check all that apply.)*
>
> *Not applicable as I was self-employed and did not work for someone else*
> *Paid vacation*
> *Paid sick leave*
> *Employer-sponsored retirement program*
> *Health insurance*
> *Child care*
> *Educational tuition reimbursement (or equivalent)*

Paid vacation is the most common benefit received by rural Nebraskans who had a full-time, part-time, or seasonal job for an employer during 1996 (64%) (Figure 2). The other benefits

many rural Nebraskans receive from their employers include: health insurance (63%), employer-sponsored retirement program (51%) and paid sick leave (49%). On the other hand, only twelve percent receive educational tuition reimbursement and one percent receive child care.

Employed respondents living in larger communities were more likely than those living in smaller communities to have received all of these benefits from their employers (Table 4). For example, seventy-one percent of the employed respondents living in communities with populations greater than 10,000 received health insurance from their employer; but only thirty-eight percent of employed persons living in towns with less than 100 people received health insurance as an employment benefit. Regional differences were also noted. The employed respondents living in the North Central part of the state were less likely than the other regional groups to have all of these benefits (see Figure 3 for the counties included in each region). This

Figure 2. Employee Benefits



Note: Percentages are calculated using only the respondents who had a job for another employer in 1996.

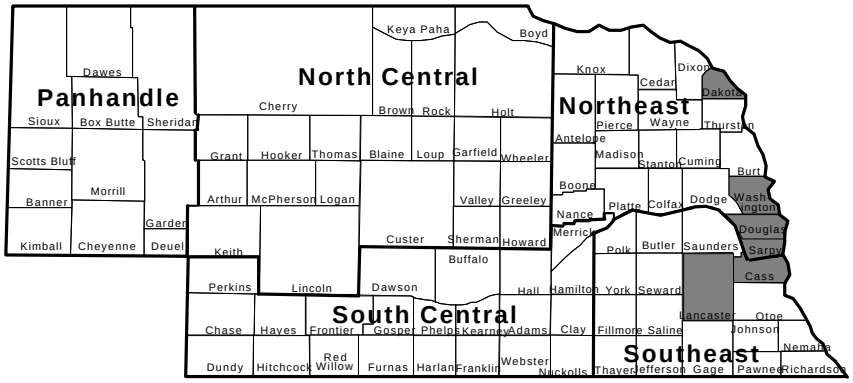
difference was especially noted when examining paid vacation, paid sick leave, employer-sponsored retirement program and health insurance. As one example, seventy-one percent of the employed respondents in the Northeast region received paid vacation from their employer; compared to fifty-four percent of the employed respondents in the North Central region. Other groups less likely to have these benefits include: respondents with household incomes below $10,000, persons age 65 or older, the respondents with a high school education or less, the widowed respondents, and respondents with only a part-time job. However, most of these groups were also more likely to have only part-time jobs which typically don't offer these types of benefits.

Self-Employment of Rural Nebraskans

Rural Nebraskans were asked the following questions regarding self-employment:

Were you self-employed at any time during 1996?
If yes, was your business a non-agricultural, home-based business?
How many employees did you employ in your business? (Please include full and part-time employees.)

Figure 3. Regions of Nebraska



*Shaded counties represent the metropolitan counties of the state (unsurveyed).

Of the employed respondents, thirty-nine percent reported being self-employed at some point during 1996. Groups that were more likely to be self-employed include: respondents from smaller communities, people from the North Central region, those with higher income levels, the older respondents (age 65 and over), males, those with less education and the married respondents (Table 5).

Just over one-third (36%) of those who were self-employed had a non-agricultural, home-based business. This proportion was somewhat higher in towns with a population of at least 1,000; in the Panhandle, North Central and South Central regions of Nebraska; among women; and among those who are divorced/separated. Thirty-one percent of these businesses have no employees other than the owner-operator and fifty-four percent employ between one and five workers.

Telecommuters

With telecommunications technologies becoming more pervasive, there has been an increase in persons who telecommute to work. This has led to discussion on how rural areas can attract telecommuters to its communities. To determine how many rural Nebraskans are currently telecommuting, respondents were asked the following question:

> *Recently there has been discussion about some people "telecommuting" to work. This means that a person uses a computer modem and/or fax machine at home to stay in touch with another place where they normally (or sometimes) work. Is anyone in your household a telecommuter? (Answer categories were: No, no one in my household does; Yes, I do part of the time; Yes, I do full time; Yes, someone else does part of the time; and Yes, someone else does full time.)*

The vast majority of rural Nebraskans (96%) do not have any telecommuters in their household. Three percent of the respondents telecommute part of the time and one percent stated that someone else does part of the time. Less than one percent of the respondents either telecommute full-time or have someone else in the household who telecommutes full-time. Certain groups

were more likely than others to telecommute or have telecommuters in their household: respondents with higher household incomes, those between the ages of 40 and 49, and respondents with higher educational levels (Table 5).

Use of Telecommunications Technologies

As mentioned previously in this paper, telecommunications technologies are becoming more pervasive. This survey asked the following question to determine how frequently rural Nebraskans use fifteen different telecommunications technologies:

> *Below are some telecommunications technologies now in use by some people. For each of the following, please indicate whether you have heard of it but don't use it, use it occasionally, or use it regularly. (If you have not heard of it, please check that box instead of indicating how often you use it.)*

The technologies with the largest proportion of respondents using them regularly were: telephone answering machine (55%), personal computer (30%), cellular phone (30%), and satellite TV (21%) (Figure 4). Conversely, the technologies that had the lowest proportions of respondents stating that they use them regularly were: interactive TV (1%), electronic medical monitoring (1%), teleconferencing (2%), electronic bulletin board (2%) and satellite communication (5%).

The likelihood of regularly using these technologies varied considerably depending upon size of community, income and other characteristics (Table 6). In general, the proportion of persons who were regular users tended to be relatively high among those living in communities of at least 5,000 population, those living in either the Panhandle or South Central regions of Nebraska, those with higher incomes, those between the ages of 19 and 49, males, college graduates, and those who were either currently married or never married.

Figure 4. Use of Telecommunications Technologies

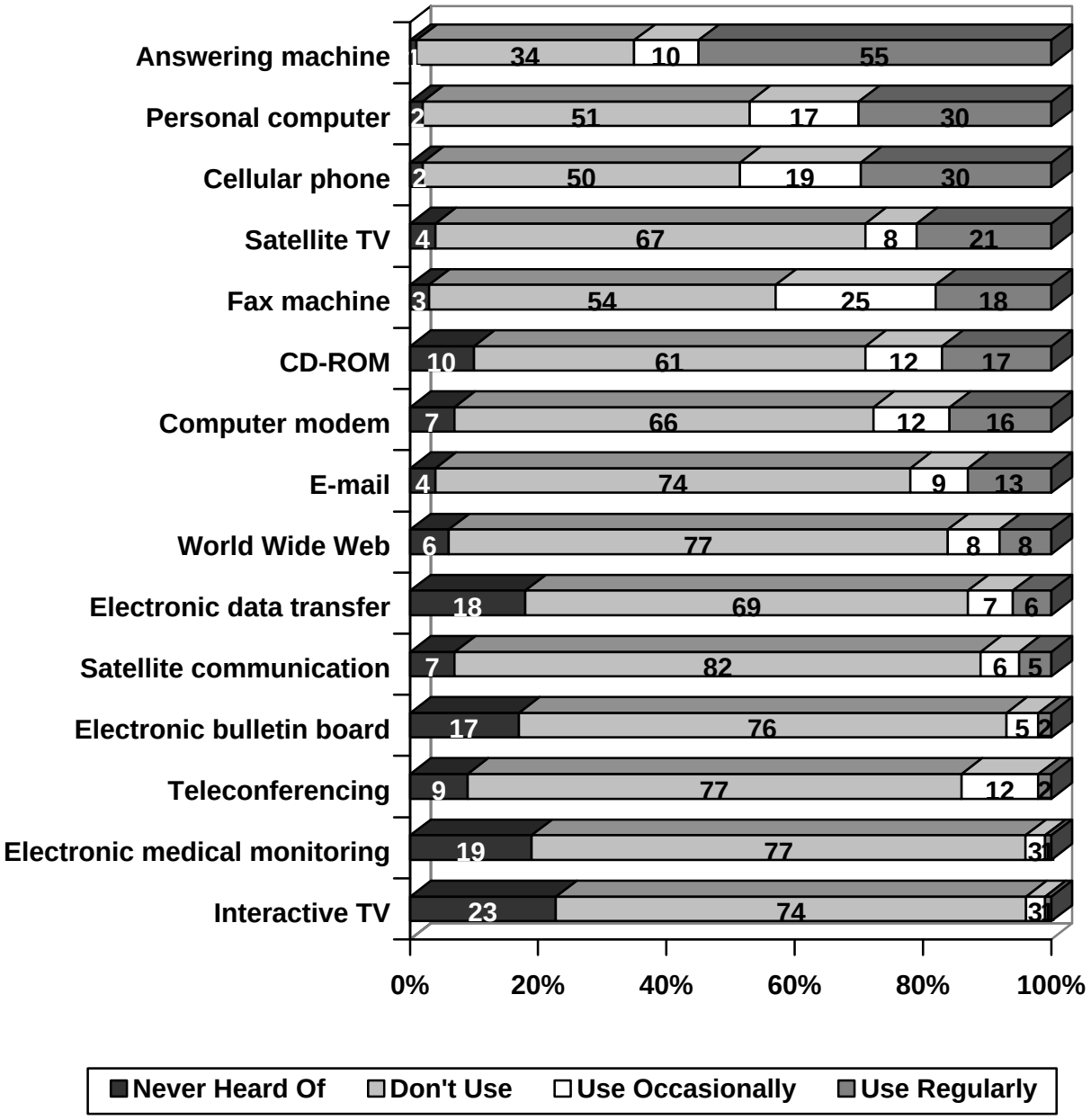


Table 1. Demographic Profile of 1996 and 1997 Rural Poll Respondents Compared to 1990 Census

	1997 Poll	*1996 Poll*	*1990 Census*
Age: (*1)			
20 - 39	24%	22%	38%
40 - 64	48%	49%	36%
65 and over	28%	29%	26%
Gender: (*2)			
Female	28%	27%	49%
Male	72%	73%	51%
Education: (*3)			
Less than 9th grade	5%	3%	10%
9th to 12th grade (no diploma)	5%	5%	12%
High school diploma (or equivalency)	34%	34%	38%
Some college, no degree	25%	26%	21%
Associate degree	8%	7%	7%
Bachelors degree	14%	14%	9%
Graduate or professional degree	9%	10%	3%
Household Income: (*4)			
Less than $10,000	7%	8%	19%
$10,000 - $19,999	16%	17%	25%
$20,000 - $29,999	19%	19%	21%
$30,000 - $39,999	18%	18%	15%
$40,000 - $49,999	14%	15%	9%
$50,000 - $59,999	10%	9%	5%
$60,000 - $74,999	7%	7%	3%
$75,000 or more	8%	7%	3%
Marital Status: (*5)			
Married	73%	75%	64%
Never married	8%	7%	20%
Divorced/separated	9%	8%	7%
Widowed/widower	10%	10%	10%
Race: (*2)			
White, non-hispanic	97.19%	NA	97.58%
Black	0.16%	NA	0.20%
Asian and Pacific Islander	0.19%	NA	0.32%
Hispanic	0.60%	NA	*
Native American	1.40%	NA	1.00%
Other	0.40%	NA	0.90%

*1 1990 Census universe is non-metro population 20 years of age and over

*2 1990 Census universe is total non-metro population

*3 1990 Census universe is non-metro population 18 yrs of age and over

*4 1990 Census universe is all non-metro households

*5 1990 Census universe is non-metro population 15 years of age and over

* Hispanic population is included in the "Other" category in the Census data

Table 2. Demographic Profile of the Unemployed Respondents.

	Percentages
Income Level	
Under $10,000	16
$10,000-19,999	29
$20,000-29,999	22
$30,000-39,999	14
$40,000-49,999	10
$50,000-59,999	5
$60,000-74,999	2
$75,000 and over	4
Age	
19-29	1
30-39	2
40-49	7
50-64	13
65 and up	77
Gender	
Male	59
Female	41
Education	
Less than 9th grade	12
9th to 12th grade	11
High school diploma	39
Some college	22
Associate degree	3
Bachelors degree	8
Grad or prof degree	5
Marital Status	
Married	57
Never married	5
Divorced/separated	6
Widowed	32

Table 3. Employment Status by Community Structure, Region and Individual Attributes.

	Employment status					
	Full-time only	*Part-time only*	*Full-time & part-time*	*Self-employed only*	*Self-employed w/ other employment*	*Total*
Community Structure			*Percentages*			
Population of Town						*
Less than 100	20 (13)	5 (3)	13 (8)	30 (19)	33 (21)	(64)
100-499	30 (103)	6 (21)	10 (33)	28 (96)	28 (96)	(349)
500-999	33 (101)	8 (25)	13 (39)	27 (84)	20 (61)	(310)
1000-4999	33 (223)	11 (72)	11 (75)	22 (149)	24 (163)	(682)
5000-9999	44 (142)	10 (33)	13 (42)	15 (48)	18 (58)	(323)
10,000 and up	56 (393)	8 (54)	14 (100)	11 (79)	10 (72)	(698)
Total	40 (975)	9 (208)	12 (297)	20 (475)	19 (471)	(2426)
Region						*
Panhandle	35 (95)	8 (22)	13 (35)	20 (53)	24 (66)	(271)
North Central	36 (121)	7 (24)	8 (28)	22 (72)	26 (87)	(332)
South Central	43 (325)	9 (69)	12 (91)	18 (136)	17 (127)	(748)
Northeast	43 (252)	8 (49)	13 (75)	21 (121)	15 (89)	(586)
Southeast	39 (192)	9 (44)	12 (61)	20 (99)	21 (102)	(498)
Total	41 (985)	9 (208)	12 (290)	20 (481)	19 (471)	(2435)
Individual Attributes						
Income Level						*
Under $10,000	20 (20)	36 (36)	6 (6)	22 (22)	15 (15)	(99)
$10,000-19,999	29 (85)	17 (52)	13 (38)	20 (60)	21 (63)	(298)
$20,000-29,999	37 (157)	11 (49)	15 (64)	19 (81)	18 (78)	(429)
$30,000-39,999	47 (212)	6 (26)	11 (50)	15 (69)	20 (90)	(447)
$40,000-49,999	48 (160)	2 (8)	16 (53)	13 (44)	20 (66)	(331)
$50,000-59,999	55 (142)	4 (9)	12 (31)	14 (35)	17 (43)	(260)
$60,000-74,999	50 (100)	2 (4)	13 (27)	14 (29)	20 (41)	(201)
$75,000 and over	35 (78)	2 (5)	8 (18)	32 (71)	23 (50)	(222)
Total	42 (954)	8 (189)	13 (287)	18 (411)	20 (446)	(2287)
Age						*
19-29	45 (92)	15 (30)	21 (42)	5 (11)	14 (29)	(204)
30-39	48 (244)	3 (14)	15 (75)	15 (75)	20 (104)	(512)
40-49	45 (309)	3 (21)	15 (104)	17 (114)	20 (136)	(684)
50-64	44 (312)	5 (38)	9 (67)	23 (161)	19 (139)	(717)
65 and up	9 (29)	33 (102)	2 (5)	35 (108)	22 (68)	(312)
Total	41 (986)	8 (205)	12 (293)	19 (469)	20 (476)	(2429)

* Statistically significant at .05 level

Note: Numbers in parentheses are numbers of observations.

Table 3. Employment Status by Community Structure, Region and Individual Attributes.

	Employment status					
	Full-time only	*Part-time only*	*Full-time & part-time*	*Self-employed only*	*Self-employed w/ other employment*	*Total*
Gender			*Percentages*			*
Male	41 (758)	6 (118)	12 (214)	21 (398)	20 (378)	(1866)
Female	41 (232)	15 (87)	14 (80)	13 (76)	17 (98)	(573)
Total	41 (990)	8 (205)	12 (294)	19 (474)	20 (476)	(2439)
Education						*
Less than 9th grade	23 (13)	19 (11)	4 (2)	37 (21)	18 (10)	(57)
9th to 12th grade	35 (27)	20 (15)	5 (4)	23 (18)	17 (13)	(77)
High school diploma	41 (318)	9 (70)	10 (73)	22 (166)	19 (143)	(770)
Some college	42 (257)	8 (51)	14 (84)	16 (98)	20 (121)	(611)
Associate degree	44 (105)	5 (12)	14 (33)	16 (39)	21 (51)	(240)
Bachelors degree	40 (156)	6 (24)	15 (58)	19 (74)	20 (78)	(390)
Grad or prof degree	38 (99)	7 (18)	15 (38)	21 (54)	20 (51)	(260)
Total	41 (975)	8 (201)	12 (292)	20 (470)	19 (467)	(2405)
Marital Status						*
Married	40 (761)	7 (125)	11 (205)	22 (413)	21 (395)	(1899)
Never married	44 (90)	16 (32)	18 (37)	9 (19)	14 (29)	(207)
Divorced/separated	45 (108)	8 (20)	20 (47)	10 (24)	16 (39)	(238)
Widowed	32 (30)	31 (29)	5 (5)	18 (17)	14 (13)	(94)
Total	41 (989)	8 (206)	12 (294)	19 (473)	20 (476)	(2438)

* Statistically significant at .05 level
Note: Numbers in parentheses are numbers of observations.

Table 4. Employment Benefits by Community Structure, Region and Individual Attributes*.

	Paid vacation	*Paid sick leave*	*Retirement program*	*Health insurance*	*Child care*	*Tuition reimbursement*
Community Structure		*Percentages*				
Population of Town						
Less than 100	42 (19)	29 (13)	31 (14)	38 (17)	0 (0)	7 (3)
100-499	54 (140)	40 (104)	40 (104)	55 (142)	1 (2)	7 (18)
500-999	60 (138)	49 (111)	48 (110)	59 (135)	1 (2)	14 (32)
1000-4999	60 (320)	45 (240)	49 (263)	60 (322)	1 (7)	11 (58)
5000-9999	65 (180)	52 (144)	53 (147)	67 (185)	2 (5)	11 (31)
10,000 and up	75 (468)	55 (341)	60 (374)	71 (440)	2 (10)	16 (102)
Total	64 (1265)	48 (953)	51 (1012)	63 (1241)	1 (26)	12 (244)
Region						
Region						
Panhandle	57 (125)	42 (92)	50 (110)	59 (129)	2 (5)	9 (20)
North Central	54 (142)	40 (104)	39 (103)	51 (133)	** (1)	9 (24)
South Central	67 (411)	54 (331)	54 (334)	66 (407)	1 (5)	12 (76)
Northeast	71 (331)	49 (230)	53 (246)	66 (310)	1 (6)	16 (76)
Southeast	63 (254)	50 (200)	54 (219)	66 (265)	2 (9)	12 (48)
Total	64 (1263)	49 (957)	51 (1012)	63 (1244)	1 (26)	12 (244)
Individual Attributes						
Income Level						
Under $10,000	20 (16)	15 (12)	9 (7)	15 (12)	1 (1)	4 (3)
$10,000-19,999	49 (118)	30 (73)	30 (71)	42 (101)	1 (3)	7 (17)
$20,000-29,999	63 (219)	45 (158)	43 (152)	59 (206)	1 (3)	8 (29)
$30,000-39,999	71 (273)	54 (209)	56 (214)	69 (265)	1 (2)	12 (47)
$40,000-49,999	70 (201)	51 (147)	60 (173)	75 (214)	2 (5)	14 (40)
$50,000-59,999	79 (179)	62 (140)	67 (152)	78 (176)	1 (3)	17 (38)
$60,000-74,999	74 (127)	66 (113)	70 (121)	76 (131)	3 (5)	16 (28)
$75,000 and over	66 (99)	56 (85)	64 (96)	70 (106)	2 (3)	22 (33)
Total	65 (1232)	50 (937)	52 (986)	64 (1211)	1 (25)	12 (235)
Age						
19-29	60 (116)	44 (84)	35 (67)	54 (104)	1 (2)	14 (27)
30-39	75 (331)	53 (236)	57 (253)	72 (317)	3 (13)	16 (70)
40-49	74 (425)	59 (338)	63 (361)	74 (421)	1 (6)	14 (78)
50-64	65 (365)	49 (276)	53 (297)	66 (369)	1 (4)	11 (64)
65 and up	17 (35)	12 (26)	17 (36)	17 (35)	1 (1)	2 (5)
Total	64 (1272)	49 (960)	51 (1014)	63 (1246)	1 (26)	12 (244)
Gender						
Male	66 (968)	49 (724)	53 (780)	65 (963)	1 (20)	12 (184)
Female	61 (308)	47 (239)	47 (238)	57 (287)	1 (6)	12 (62)
Total	64 (1276)	49 (963)	51 (1018)	63 (1250)	1 (26)	12 (246)
Education						
High school or less	61 (431)	38 (269)	45 (315)	56 (396)	1 (8)	7 (49)
Some college	69 (497)	48 (342)	52 (372)	63 (452)	1 (9)	14 (98)
College grad	62 (329)	65 (342)	61 (322)	73 (387)	2 (8)	18 (96)
Total	64 (1257)	49 (953)	52 (1009)	63 (1235)	1 (25)	12 (243)

Note: Numbers in parentheses are numbers of observations.
* The percentages were calculated from only those repondents who indicated they held a job for another employer in 1996.
** Less than 1 percent.

Table 4. Employment Benefits by Community Structure, Region and Individual Attributes*.

	Paid vacation	*Paid sick leave*	*Retirement program*	*Health insurance*	*Child care*	*Tuition reimbursement*
Marital Status		*Percentages*				
Married	66 (987)	50 (743)	53 (799)	65 (972)	1 (16)	13 (189)
Never married	62 (118)	46 (87)	47 (88)	61 (115)	2 (4)	13 (24)
Divorced/separated	67 (144)	52 (113)	49 (106)	62 (134)	3 (6)	14 (30)
Widowed	33 (26)	24 (19)	30 (24)	35 (28)	0 (0)	4 (3)
Total	64 (1275)	49 (962)	51 (1017)	63 (1249)	1 (26)	12 (246)
Jobs						
Full-time, no others	87 (848)	64 (623)	67 (653)	84 (814)	2 (16)	17 (160)
Part-time only	15 (30)	11 (23)	17 (34)	14 (28)	0 (0)	2 (4)
Full-time & part-time	79 (233)	63 (187)	66 (194)	80 (237)	2 (5)	17 (50)
Self-employed w/ other employment	32 (146)	25 (115)	27 (122)	34 (156)	1 (4)	6 (29)
Total	65 (1257)	49 (948)	52 (1003)	64 (1235)	1 (25)	13 (243)

Note: Numbers in parentheses are numbers of observations.
* The percentages were calculated from only those repondents who indicated they held a job for another employer in 1996.
** Less than 1 percent.

Table 5. Self-employment and Telecommuting by Community Structure, Region and Individual Attributes.

	Were you self-employed at any time during 1996?**			***If self-employed, have a non-ag, home-based business?******			***Is anyone in your household a telecommuter?***		
	Yes	*No*	*Total*	*Yes*	*No*	*Total*	*No one is*	*Someone is*	*Total*
Community Structure		*Percentages*			*Percentages*			*Percentages*	
Population of Town			*			*			
Less than 100	64 (40)	37 (23)	(63)	26 (10)	74 (29)	(39)	100 (81)	0 (0)	(81)
100-499	55 (192)	45 (156)	(348)	18 (33)	82 (151)	(184)	96 (429)	5 (20)	(449)
500-999	47 (145)	53 (164)	(309)	29 (40)	71 (98)	(138)	98 (393)	3 (10)	(403)
1000-4999	46 (312)	54 (368)	(680)	40 (122)	60 (182)	(304)	96 (839)	4 (33)	(872)
5000-9999	33 (106)	67 (216)	(322)	40 (42)	60 (62)	(104)	96 (400)	4 (16)	(416)
10,000 and up	22 (151)	78 (544)	(695)	56 (82)	44 (64)	(146)	95 (826)	5 (45)	(871)
Total	39 (946)	61 (1471)	(2417)	36 (329)	64 (586)	(915)	96 (2968)	4 (124)	(3092)
Region			*						*
Panhandle	44 (119)	56 (151)	(270)	42 (48)	58 (67)	(115)	96 (346)	4 (15)	(361)
North Central	48 (159)	52 (172)	(331)	39 (60)	61 (95)	(155)	98 (428)	2 (10)	(438)
South Central	35 (263)	65 (482)	(745)	39 (101)	61 (157)	(258)	95 (878)	5 (50)	(928)
Northeast	36 (210)	64 (374)	(584)	32 (62)	68 (132)	(194)	97 (727)	3 (22)	(749)
Southeast	40 (201)	60 (296)	(497)	29 (56)	71 (140)	(196)	95 (602)	5 (31)	(633)
Total	39 (952)	61 (1475)	(2427)	36 (327)	64 (591)	(918)	96 (2981)	4 (128)	(3109)
Individual Attributes									
Income Level			*			*			*
Under $10,000	37 (37)	63 (62)	(99)	56 (19)	44 (15)	(34)	97 (180)	3 (5)	(185)
$10,000-19,999	42 (123)	58 (171)	(294)	37 (44)	63 (76)	(120)	99 (454)	1 (5)	(459)
$20,000-29,999	37 (159)	63 (270)	(429)	38 (58)	62 (96)	(154)	98 (536)	3 (14)	(550)
$30,000-39,999	36 (159)	64 (288)	(447)	43 (66)	57 (88)	(154)	96 (502)	4 (19)	(521)
$40,000-49,999	33 (110)	67 (220)	(330)	41 (45)	59 (64)	(109)	96 (365)	4 (16)	(381)
$50,000-59,999	30 (78)	70 (182)	(260)	41 (31)	59 (44)	(75)	94 (268)	6 (17)	(285)
$60,000-74,999	35 (70)	65 (129)	(199)	26 (18)	74 (51)	(69)	92 (194)	9 (18)	(212)
$75,000 and over	55 (121)	46 (101)	(222)	28 (32)	72 (83)	(115)	91 (215)	9 (22)	(237)
Total	38 (857)	62 (1423)	(2280)	38 (313)	62 (517)	(830)	96 (2714)	4 (116)	(2830)

* Statistically significant at .05 level.
** Computations are based only on the employed respondents.
*** Computations are based only on the self-employed respondents.
Note: Numbers in parentheses are numbers of observations.

Table 5. Self-employment and Telecommuting by Community Structure, Region and Individual Attributes.

	Were you self-employed at any time during 1996?**			***If self-employed, have a non-ag, home-based business?******			***Is anyone in your household a telecommuter?***		
	Yes	*No*	*Total*	*Yes*	*No*	*Total*	*No one is*	*Someone is*	*Total*
Age		*Percentages*	*		*Percentages*			*Percentages*	*
19-29	20 (40)	80 (164)	(204)	38 (15)	63 (25)	(40)	97 (203)	3 (6)	(209)
30-39	35 (179)	65 (332)	(511)	36 (61)	64 (108)	(169)	96 (498)	4 (23)	(521)
40-49	37 (250)	63 (433)	(683)	34 (82)	66 (162)	(244)	93 (669)	7 (48)	(717)
50-64	42 (300)	58 (414)	(714)	39 (115)	61 (178)	(293)	96 (766)	4 (33)	(799)
65 and up	57 (176)	43 (132)	(308)	35 (58)	65 (108)	(166)	99 (828)	2 (13)	(841)
Total	39 (945)	61 (1475)	(2420)	36 (331)	64 (581)	(912)	96 (2964)	4 (123)	(3087)
Gender			*			*			
Male	42 (776)	58 (1084)	(1860)	35 (260)	65 (490)	(750)	96 (2148)	4 (94)	(2242)
Female	31 (174)	70 (397)	(571)	43 (71)	57 (95)	(166)	97 (829)	4 (30)	(859)
Total	39 (950)	61 (1481)	(2431)	36 (331)	64 (585)	(916)	96 (2977)	4 (124)	(3101)
Education						*			*
Less than 9th grade	54 (31)	46 (26)	(57)	31 (9)	69 (20)	(29)	99 (130)	2 (2)	(132)
9th to 12th grade	41 (31)	59 (45)	(76)	60 (18)	40 (12)	(30)	98 (143)	2 (3)	(146)
High school diploma	40 (309)	60 (456)	(765)	32 (96)	68 (204)	(300)	98 (1011)	2 (19)	(1030)
Some college	36 (219)	64 (391)	(610)	37 (77)	64 (134)	(211)	95 (711)	5 (37)	(748)
Associate degree	38 (90)	62 (149)	(239)	32 (28)	68 (60)	(88)	97 (245)	4 (9)	(254)
Bachelors degree	39 (152)	61 (238)	(390)	38 (56)	62 (91)	(147)	93 (412)	7 (32)	(444)
Grad or prof degree	40 (105)	60 (155)	(260)	44 (45)	56 (57)	(102)	92 (265)	8 (23)	(288)
Total	39 (937)	61 (1460)	(2397)	36 (329)	64 (578)	(907)	96 (2917)	4 (125)	(3042)
Marital Status			*			*			
Married	43 (808)	57 (1085)	(1893)	35 (272)	65 (507)	(779)	96 (2178)	4 (95)	(2273)
Never married	23 (48)	77 (159)	(207)	35 (16)	65 (30)	(46)	95 (224)	6 (13)	(237)
Divorced/separated	27 (63)	74 (175)	(238)	58 (36)	42 (26)	(62)	98 (273)	3 (7)	(280)
Widowed	33 (30)	67 (61)	(91)	25 (7)	75 (21)	(28)	97 (302)	3 (9)	(311)
Total	39 (949)	61 (1480)	(2429)	36 (331)	64 (584)	(915)	96 (2977)	4 (124)	(3101)

* Statistically significant at .05 level.
** Computations are based only on the employed respondents.
*** Computations are based only on the self-employed respondents.
Note: Numbers in parentheses are numbers of observations.

Table 6. Use of Telecommunications Technology by Community Population, Region and Individual Attributes.

	Telephone answering machine						***Personal computer***				
	Never heard of	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*		*Never heard of*	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*
Population of Town					*						*
Less than 100	4 (3)	46 (36)	8 (6)	43 (34)	(79)		7 (5)	67 (50)	7 (5)	20 (15)	(75)
100-499	1 (3)	39 (175)	10 (46)	50 (220)	(444)		3 (12)	56 (246)	18 (81)	23 (102)	(441)
500-999	2 (8)	40 (159)	10 (41)	48 (189)	(397)		3 (10)	52 (205)	16 (62)	30 (116)	(393)
1000-4999	2 (13)	35 (305)	12 (106)	52 (451)	(875)		2 (18)	53 (453)	16 (140)	29 (249)	(860)
5000-9999	1 (4)	30 (123)	10 (43)	59 (246)	(416)		1 (5)	46 (189)	19 (78)	33 (136)	(408)
10,000 and up	1 (8)	27 (239)	9 (82)	63 (552)	(881)		1 (12)	47 (412)	17 (149)	34 (296)	(869)
Total	1 (39)	34 (1037)	11 (324)	55 (1692)	(3092)		2 (62)	51 (1555)	17 (515)	30 (914)	(3046)
Region											*
Panhandle	1 (4)	30 (109)	10 (37)	58 (208)	(358)		2 (7)	48 (171)	17 (61)	33 (115)	(354)
North Central	2 (10)	36 (157)	10 (44)	51 (222)	(433)		3 (13)	58 (245)	12 (52)	27 (114)	(424)
South Central	1 (6)	31 (290)	11 (103)	57 (535)	(934)		1 (12)	49 (447)	17 (158)	33 (302)	(919)
Northeast	2 (13)	36 (268)	9 (70)	53 (391)	(742)		3 (23)	53 (383)	17 (123)	27 (200)	(729)
Southeast	1 (7)	35 (225)	11 (68)	53 (342)	(642)		1 (9)	51 (321)	18 (116)	30 (187)	(633)
Total	1 (40)	34 (1049)	10 (322)	55 (1698)	(3109)		2 (64)	51 (1567)	17 (510)	30 (918)	(3059)
Individual Attributes											
Income Level					*						*
Under $10,000	8 (14)	52 (95)	6 (10)	35 (63)	(182)		10 (17)	71 (120)	8 (14)	11 (19)	(170)
$10,000-19,999	2 (10)	45 (205)	12 (52)	41 (185)	(452)		2 (10)	72 (318)	12 (54)	14 (61)	(443)
$20,000-29,999	1 (3)	34 (183)	10 (57)	56 (303)	(546)		2 (10)	60 (323)	16 (87)	22 (121)	(541)
$30,000-39,999	1 (5)	30 (153)	11 (58)	58 (303)	(519)		2 (10)	51 (261)	20 (104)	27 (141)	(516)
$40,000-49,999	** (1)	28 (107)	11 (44)	61 (235)	(387)		1 (3)	41 (158)	22 (84)	37 (141)	(386)
$50,000-59,999	0 (0)	24 (68)	11 (32)	65 (184)	(284)		** (1)	31 (87)	19 (53)	50 (139)	(280)
$60,000-74,999	1 (1)	21 (44)	14 (29)	65 (138)	(212)		1 (3)	24 (50)	24 (50)	51 (109)	(212)
$75,000 and over	0 (0)	16 (40)	7 (18)	76 (186)	(244)		0 (0)	23 (55)	15 (36)	63 (152)	(243)
Total	1 (34)	32 (895)	11 (300)	57 (1597)	(2826)		2 (54)	49 (1372)	17 (482)	32 (883)	(2791)
Age					*						*
19-29	0 (0)	15 (32)	8 (16)	77 (162)	(210)		0 (0)	42 (89)	25 (53)	32 (68)	(210)
30-39	1 (3)	20 (104)	11 (57)	69 (362)	(526)		1 (4)	36 (190)	24 (125)	39 (206)	(525)
40-49	** (3)	25 (181)	11 (77)	64 (471)	(732)		1 (5)	31 (224)	22 (163)	46 (340)	(732)
50-64	1 (5)	27 (216)	12 (96)	61 (493)	(810)		2 (13)	53 (422)	15 (124)	30 (244)	(803)
65 and up	3 (29)	61 (517)	9 (78)	27 (227)	(851)		5 (43)	80 (647)	7 (55)	8 (65)	(810)
Total	1 (40)	34 (1050)	10 (324)	55 (1715)	(3129)		2 (65)	51 (1572)	17 (520)	30 (923)	(3080)
Gender					*						*
Male	1 (24)	32 (736)	11 (255)	56 (1265)	(2280)		2 (34)	49 (1109)	18 (411)	31 (698)	(2252)
Female	2 (16)	38 (326)	9 (74)	52 (451)	(867)		4 (31)	56 (476)	13 (110)	27 (228)	(845)
Total	1 (40)	34 (1062)	11 (329)	55 (1716)	(3147)		2 (65)	51 (1585)	17 (521)	30 (926)	(3097)
Education					*						*
High school or less	3 (33)	43 (552)	12 (148)	43 (555)	(1288)		4 (50)	70 (876)	12 (152)	14 (178)	(1256)
Some college	** (4)	29 (297)	10 (100)	61 (614)	(1015)		1 (8)	47 (465)	21 (205)	32 (323)	(1001)
College grad	** (1)	22 (163)	9 (67)	69 (504)	(735)		** (2)	23 (169)	21 (152)	56 (412)	(735)
Total	1 (38)	33 (1012)	10 (315)	55 (1673)	(3038)		2 (60)	51 (1510)	17 (509)	31 (913)	(2992)
Marital Status					*						*
Married	1 22)	32 (731)	11 (260)	56 (1295)	(2308)		2 (36)	47 (1073)	18 (421)	33 (754)	(2284)
Never married	1 (2)	36 (89)	7 (18)	56 (137)	(246)		1 (2)	54 (130)	17 (40)	29 (69)	(241)
Divorced/separated	2 (5)	20 (57)	11 (30)	67 (190)	(282)		1 (4)	56 (156)	16 (43)	27 (75)	(278)
Widowed	3 (10)	60 (186)	7 (20)	30 (94)	(310)		8 (22)	77 (226)	6 (17)	10 (28)	(293)
Total	1 (39)	34 (1063)	10 (328)	55 (1716)	(3146)		2 (64)	51 (1585)	17 (521)	30 (926)	(3096)

* Statistically significant at .05 level.

** Less than 1 percent.

Note: Numbers in parentheses are numbers of observations.

Table 6. Use of Telecommunications Technology by Community Population, Region and Individual Attributes.

	Cellular phone					Satellite TV				
	Never heard of	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*	*Never heard of*	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*
Population of Town										*
Less than 100	5 (4)	58 (45)	17 (13)	21 (16)	(78)	7 (5)	51 (39)	11 (8)	32 (24)	(76)
100-499	2 (8)	46 (202)	20 (87)	33 (145)	(442)	3 (14)	55 (242)	7 (31)	35 (153)	(440)
500-999	2 (7)	51 (200)	17 (68)	30 (117)	(392)	4 (15)	59 (228)	9 (33)	28 (108)	(384)
1000-4999	2 (18)	48 (408)	20 (169)	31 (264)	(859)	4 (32)	67 (569)	7 (63)	22 (186)	(850)
5000-9999	2 (6)	50 (203)	18 (74)	31 (125)	(408)	4 (15)	72 (288)	8 (32)	17 (67)	(402)
10,000 and up	1 (12)	53 (457)	19 (160)	28 (238)	(867)	3 (26)	77 (660)	7 (61)	13 (110)	(857)
Total	2 (55)	50 (1515)	19 (571)	30 (905)	(3046)	4 (107)	67 (2026)	8 (228)	22 (648)	(3009)
Region					*					
Panhandle	2 (8)	51 (181)	19 (67)	28 (98)	(354)	4 (12)	64 (223)	10 (34)	23 (78)	(347)
North Central	2 (10)	51 (215)	18 (77)	29 (123)	(425)	4 (17)	64 (268)	9 (37)	24 (100)	(422)
South Central	2 (14)	45 (415)	20 (180)	34 (310)	(919)	3 (31)	69 (625)	7 (64)	20 (180)	(900)
Northeast	2 (16)	56 (407)	16 (118)	26 (187)	(728)	4 (32)	68 (495)	7 (50)	20 (147)	(724)
Southeast	1 (9)	48 (305)	21 (135)	29 (184)	(633)	3 (20)	67 (421)	7 (44)	23 (144)	(629)
Total	2 (57)	50 (1523)	19 (577)	30 (902)	(3059)	4 (112)	67 (2032)	8 (229)	22 (649)	(3022)
Individual Attributes										
Income Level					*					*
Under $10,000	9 (15)	73 (123)	8 (14)	10 (16)	(168)	15 (24)	67 (111)	7 (12)	11 (19)	(166)
$10,000-19,999	3 (13)	68 (302)	16 (70)	14 (62)	(447)	5 (20)	73 (322)	6 (25)	16 (72)	(439)
$20,000-29,999	2 (8)	55 (298)	20 (108)	24 (127)	(541)	3 (18)	70 (375)	8 (43)	19 (99)	(535)
$30,000-39,999	2 (9)	52 (267)	19 (98)	27 (141)	(515)	2 (12)	69 (352)	7 (36)	22 (111)	(511)
$40,000-49,999	1 (4)	47 (180)	21 (82)	31 (118)	(384)	1 (5)	70 (270)	8 (31)	20 (78)	(384)
$50,000-59,999	0 (0)	33 (94)	22 (61)	45 (128)	(283)	2 (5)	65 (180)	8 (23)	25 (68)	(276)
$60,000-74,999	1 (1)	34 (71)	20 (42)	46 (96)	(210)	2 (5)	62 (131)	9 (19)	26 (55)	(210)
$75,000 and over	0 (0)	16 (38)	21 (50)	64 (156)	(244)	1 (2)	56 (134)	10 (25)	33 (80)	(241)
Total	2 (50)	49 (1373)	19 (525)	30 (844)	(2792)	3 (91)	68 (1875)	8 (214)	21 (582)	(2762)
Age					*					*
19-29	0 (0)	40 (83)	26 (55)	34 (70)	(208)	1 (3)	62 (131)	14 (30)	22 (46)	(210)
30-39	1 (4)	43 (223)	20 (103)	37 (194)	(524)	1 (7)	67 (354)	8 (41)	23 (123)	(525)
40-49	1 (6)	38 (278)	22 (161)	39 (284)	(729)	1 (9)	64 (466)	9 (62)	26 (191)	(728)
50-64	1 (9)	47 (380)	19 (151)	33 (267)	(807)	3 (23)	67 (528)	8 (63)	23 (180)	(794)
65 and up	5 (38)	70 (571)	13 (108)	12 (97)	(814)	9 (71)	72 (567)	4 (34)	15 (115)	(787)
Total	2 (57)	50 (1535)	19 (578)	30 (912)	(3082)	4 (113)	67 (2046)	8 (230)	22 (655)	(3044)
Gender					*					*
Male	2 (33)	46 (1047)	20 (451)	32 (724)	(2255)	3 (68)	65 (1453)	8 (187)	23 (517)	(2225)
Female	3 (24)	59 (497)	16 (130)	23 (190)	(841)	5 (45)	73 (606)	6 (46)	17 (138)	(835)
Total	2 (57)	50 (1544)	19 (581)	30 (914)	(3096)	4 (113)	67 (2059)	8 (233)	21 (655)	(3060)
Education					*					*
High school or less	3 (41)	58 (728)	18 (222)	21 (267)	(1258)	6 (78)	67 (827)	5 (67)	21 (262)	(1234)
Some college	1 (8)	46 (466)	20 (198)	33 (334)	(1006)	1 (13)	68 (675)	8 (82)	23 (228)	(998)
College grad	1 (4)	40 (289)	20 (144)	40 (292)	(729)	2 (13)	68 (494)	11 (81)	19 (139)	(727)
Total	2 (53)	50 (1483)	19 (564)	30 (893)	(2993)	4 (104)	68 (1996)	8 (230)	21 (629)	(2959)
Marital Status					*					*
Married	1 (33)	45 (1020)	20 (460)	34 (770)	(2283)	3 (62)	66 (1485)	8 (176)	24 (536)	(2259)
Never married	1 (2)	59 (141)	20 (48)	20 (49)	(240)	3 (7)	68 (163)	9 (22)	20 (49)	(241)
Divorced/separated	2 (6)	60 (165)	16 (43)	23 (63)	(277)	3 (7)	73 (203)	9 (26)	15 (41)	(277)
Widowed	5 (16)	74 (218)	10 (30)	11 (32)	(296)	13 (37)	74 (208)	3 (9)	10 (29)	(283)
Total	2 (57)	50 (1544)	19 (581)	30 (914)	(3096)	4 (113)	67 (2059)	8 (233)	21 (655)	(3060)

* Statistically significant at .05 level.

** Less than 1 percent.

Note: Numbers in parentheses are numbers of observations.

Table 6. Use of Telecommunications Technology by Community Population, Region and Individual Attributes.

	Fax machine					CD-ROM				
	Never heard of	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*	*Never heard of*	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*
Population of Town					*					*
Less than 100	11 (8)	65 (49)	16 (12)	8 (6)	(75)	18 (14)	67 (51)	5 (4)	9 (7)	(76)
100-499	3 (13)	66 (288)	20 (89)	11 (48)	(438)	14 (59)	63 (274)	10 (43)	14 (62)	(438)
500-999	3 (11)	55 (211)	28 (107)	15 (58)	(387)	9 (36)	65 (250)	10 (37)	17 (64)	(387)
1000-4999	3 (23)	55 (466)	26 (219)	17 (141)	(849)	12 (99)	59 (503)	12 (101)	17 (146)	(849)
5000-9999	2 (8)	48 (195)	26 (105)	24 (96)	(404)	8 (33)	59 (239)	14 (56)	19 (76)	(404)
10,000 and up	1 (12)	50 (429)	26 (226)	23 (197)	(864)	8 (66)	59 (512)	14 (123)	19 (161)	(862)
Total	3 (75)	54 (1638)	25 (758)	18 (546)	(3017)	10 (307)	61 (1829)	12 (364)	17 (516)	(3016)
Region					*					*
Panhandle	2 (7)	50 (175)	28 (98)	21 (73)	(353)	10 (35)	59 (208)	11 (39)	20 (69)	(351)
North Central	3 (12)	58 (244)	24 (103)	15 (64)	(423)	12 (50)	62 (261)	10 (42)	16 (68)	(421)
South Central	2 (18)	51 (460)	27 (241)	21 (189)	(908)	7 (63)	63 (569)	13 (114)	18 (160)	(906)
Northeast	3 (24)	56 (405)	23 (164)	18 (129)	(722)	14 (98)	58 (421)	13 (96)	15 (108)	(723)
Southeast	3 (16)	59 (366)	24 (151)	14 (90)	(623)	10 (64)	61 (381)	11 (70)	18 (111)	(626)
Total	3 (77)	55 (1650)	25 (757)	18 (545)	(3029)	10 (310)	61 (1840)	12 (361)	17 (516)	(3027)
Individual Attributes										
Income Level					*					*
Under $10,000	13 (21)	69 (113)	14 (23)	4 (6)	(163)	26 (43)	62 (102)	6 (9)	6 (10)	(164)
$10,000-19,999	3 (14)	72 (316)	19 (84)	6 (27)	(441)	16 (70)	72 (316)	6 (26)	7 (29)	(441)
$20,000-29,999	2 (13)	63 (337)	24 (127)	12 (62)	(539)	10 (55)	67 (360)	9 (50)	14 (74)	(539)
$30,000-39,999	2 (9)	55 (282)	28 (143)	16 (82)	(516)	9 (46)	64 (331)	11 (54)	16 (84)	(515)
$40,000-49,999	1 (3)	44 (167)	35 (132)	21 (78)	(380)	6 (22)	58 (223)	15 (58)	21 (80)	(383)
$50,000-59,999	0 (0)	37 (102)	29 (80)	34 (94)	(276)	1 (4)	48 (132)	20 (56)	31 (85)	(277)
$60,000-74,999	1 (3)	34 (71)	33 (68)	32 (67)	(209)	5 (10)	47 (98)	24 (51)	24 (50)	(209)
$75,000 and over	0 (0)	24 (57)	30 (71)	47 (113)	(241)	3 (8)	41 (98)	19 (46)	37 (89)	(241)
Total	2 (63)	52 (1445)	26 (728)	19 (529)	(2765)	9 (258)	60 (1660)	13 (350)	18 (501)	(2769)
Age					*					*
19-29	1 (1)	50 (103)	32 (65)	18 (37)	(206)	3 (6)	62 (130)	17 (35)	18 (38)	(209)
30-39	1 (4)	43 (226)	30 (155)	26 (136)	(521)	2 (8)	55 (289)	16 (86)	27 (141)	(524)
40-49	1 (4)	41 (295)	31 (222)	28 (207)	(728)	3 (20)	51 (373)	20 (146)	26 (189)	(728)
50-64	2 (16)	51 (409)	29 (228)	18 (144)	(797)	9 (74)	65 (518)	10 (83)	15 (121)	(796)
65 and up	7 (54)	78 (621)	12 (95)	4 (29)	(799)	26 (204)	68 (540)	2 (17)	4 (32)	(793)
Total	3 (79)	54 (1654)	25 (765)	18 (553)	(3051)	10 (312)	61 (1850)	12 (367)	17 (521)	(3050)
Gender					*					*
Male	2 (50)	53 (1172)	26 (583)	19 (425)	(2230)	9 (205)	60 (1333)	13 (289)	18 (407)	(2234)
Female	4 (29)	59 (496)	22 (183)	15 (129)	(837)	13 (110)	64 (528)	9 (78)	14 (116)	(832)
Total	3 (79)	54 (1668)	25 (766)	18 (554)	(3067)	10 (315)	61 (1861)	12 (367)	17 (523)	(3066)
Education					*					*
High school or less	5 (59)	70 (869)	17 (212)	8 (102)	(1242)	18 (217)	68 (842)	5 (66)	9 (114)	(1239)
Some college	1 (9)	51 (503)	28 (278)	21 (204)	(994)	5 (53)	64 (634)	13 (130)	18 (182)	(999)
College grad	1 (5)	31 (224)	36 (259)	33 (240)	(728)	3 (25)	44 (316)	22 (163)	31 (223)	(727)
Total	3 (73)	54 (1596)	25 (749)	18 (546)	(2964)	10 (295)	60 (1792)	12 (359)	18 (519)	(2965)
Marital Status					*					*
Married	2 (45)	51 (1164)	27 (602)	20 (452)	(2263)	9 (197)	59 (1331)	13 (299)	19 (436)	(2263)
Never married	1 (3)	55 (131)	28 (67)	16 (38)	(239)	5 (13)	68 (163)	11 (27)	15 (37)	(240)
Divorced/separated	2 (5)	52 (145)	26 (72)	20 (55)	(277)	8 (23)	67 (185)	12 (32)	13 (37)	(277)
Widowed	9 (26)	79 (227)	9 (25)	3 (9)	(287)	28 (81)	64 (182)	3 (9)	5 (13)	(285)
Total	3 (79)	54 (1667)	25 (766)	18 (554)	(3066)	10 (314)	61 (1861)	12 (367)	17 (523)	(3065)

* Statistically significant at .05 level.

** Less than 1 percent.

Note: Numbers in parentheses are numbers of observations.

Table 6. Use of Telecommunications Technology by Community Population, Region and Individual Attributes.

	Computer modem					E-mail				
	Never heard of	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*	*Never heard of*	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*
Population of Town					*					*
Less than 100	15 (11)	74 (56)	4 (3)	8 (6)	(76)	9 (7)	82 (62)	3 (2)	7 (5)	(76)
100-499	9 (39)	71 (308)	9 (41)	11 (46)	(434)	5 (23)	81 (355)	6 (24)	9 (38)	(440)
500-999	8 (30)	70 (271)	11 (44)	12 (45)	(390)	5 (18)	80 (308)	8 (29)	8 (32)	(387)
1000-4999	7 (60)	68 (572)	11 (91)	15 (123)	(846)	5 (39)	75 (644)	9 (77)	11 (98)	(858)
5000-9999	6 (24)	58 (233)	15 (60)	21 (86)	(403)	3 (12)	69 (279)	11 (43)	17 (68)	(402)
10,000 and up	4 (36)	63 (546)	13 (113)	20 (173)	(868)	3 (29)	69 (594)	10 (88)	18 (153)	(864)
Total	7 (200)	66 (1986)	12 (352)	16 (479)	(3017)	4 (128)	74 (2242)	9 (263)	13 (394)	(3027)
Region					*					*
Panhandle	8 (29)	61 (213)	11 (39)	20 (68)	(349)	4 (15)	72 (253)	10 (35)	13 (47)	(350)
North Central	8 (32)	70 (293)	9 (37)	14 (59)	(421)	5 (21)	78 (333)	6 (24)	11 (47)	(425)
South Central	5 (44)	64 (585)	13 (119)	18 (161)	(909)	4 (32)	71 (644)	10 (94)	16 (141)	(911)
Northeast	8 (58)	66 (481)	12 (84)	14 (101)	(724)	5 (39)	74 (538)	8 (57)	12 (90)	(724)
Southeast	6 (39)	67 (421)	12 (76)	14 (90)	(626)	4 (23)	76 (480)	9 (56)	11 (71)	(630)
Total	7 (202)	66 (1993)	12 (355)	16 (479)	(3029)	4 (130)	74 (2248)	9 (266)	13 (396)	(3040)
Individual Attributes										
Income Level					*					*
Under $10,000	20 (33)	68 (114)	6 (10)	7 (11)	(168)	17 (28)	71 (116)	5 (8)	7 (12)	(164)
$10,000-19,999	7 (32)	78 (342)	8 (35)	7 (31)	(440)	6 (27)	85 (376)	5 (20)	4 (18)	(441)
$20,000-29,999	8 (45)	71 (383)	10 (56)	10 (54)	(538)	3 (18)	82 (445)	7 (35)	8 (44)	(542)
$30,000-39,999	5 (28)	70 (361)	10 (53)	14 (73)	(515)	4 (20)	76 (391)	9 (44)	12 (60)	(515)
$40,000-49,999	3 (13)	63 (240)	15 (57)	19 (72)	(382)	2 (6)	69 (265)	14 (55)	15 (59)	(385)
$50,000-59,999	** (1)	56 (154)	17 (48)	27 (74)	(277)	** (1)	67 (186)	12 (34)	21 (58)	(279)
$60,000-74,999	4 (8)	46 (96)	19 (39)	31 (64)	(207)	2 (4)	58 (122)	15 (32)	25 (52)	(210)
$75,000 and over	3 (7)	43 (105)	18 (44)	36 (86)	(242)	1 (2)	54 (130)	12 (28)	33 (80)	(240)
Total	6 (167)	65 (1795)	12 (342)	17 (465)	(2769)	4 (106)	73 (2031)	9 (256)	14 (383)	(2776)
Age					*					*
19-29	4 (8)	58 (122)	20 (42)	18 (37)	(209)	1 (3)	70 (146)	11 (23)	18 (37)	(209)
30-39	3 (16)	61 (319)	17 (90)	19 (99)	(524)	1 (5)	73 (382)	10 (54)	16 (84)	(525)
40-49	5 (34)	54 (393)	17 (123)	24 (176)	(726)	2 (11)	67 (487)	12 (87)	20 (146)	(731)
50-64	5 (41)	68 (541)	10 (81)	17 (133)	(796)	3 (22)	74 (595)	10 (79)	13 (105)	(801)
65 and up	13 (103)	80 (635)	3 (22)	5 (39)	(799)	11 (91)	83 (656)	3 (24)	3 (24)	(795)
Total	7 (202)	66 (2010)	12 (358)	16 (484)	(3054)	4 (132)	74 (2266)	9 (267)	13 (396)	(3061)
Gender					*					*
Male	6 (130)	65 (1448)	13 (284)	17 (375)	(2237)	4 (83)	73 (1641)	10 (213)	14 (306)	(2243)
Female	9 (74)	69 (572)	9 (74)	14 (112)	(832)	6 (50)	76 (638)	7 (55)	11 (92)	(835)
Total	7 (204)	66 (2020)	12 (358)	16 (487)	(3069)	4 (133)	74 (2279)	9 (268)	13 (398)	(3078)
Education					*					*
High school or less	11 (137)	74 (920)	7 (84)	8 (100)	(1241)	7 (89)	83 (1038)	5 (59)	5 (58)	(1244)
Some college	4 (40)	68 (673)	13 (127)	16 (157)	(997)	3 (25)	77 (767)	9 (91)	12 (118)	(1001)
College grad	2 (12)	48 (351)	20 (142)	31 (222)	(727)	1 (9)	53 (388)	16 (117)	30 (217)	(731)
Total	6 (189)	66 (1944)	12 (353)	16 (479)	(2965)	4 (123)	74 (2193)	9 (267)	13 (393)	(2976)
Marital Status					*					*
Married	6 (128)	64 (1453)	13 (293)	17 (389)	(2263)	3 (75)	74 (1670)	10 (215)	14 (313)	(2273)
Never married	5 (12)	64 (154)	10 (25)	20 (49)	(240)	3 (6)	69 (165)	9 (22)	20 (48)	(241)
Divorced/separated	5 (14)	71 (197)	12 (33)	12 (33)	(277)	3 (8)	79 (218)	9 (24)	10 (27)	(277)
Widowed	17 (49)	75 (216)	2 (7)	6 (16)	(288)	15 (43)	79 (226)	2 (7)	4 (10)	(286)
Total	7 (203)	66 (2020)	12 (358)	16 (487)	(3068)	4 (132)	74 (2279)	9 (268)	13 (398)	(3077)

* Statistically significant at .05 level.

** Less than 1 percent.

Note: Numbers in parentheses are numbers of observations.

Table 6. Use of Telecommunications Technology by Community Population, Region and Individual Attributes.

	World Wide Web					Electronic data transfer				
	Never heard of	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*	*Never heard of*	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*
Population of Town					*					*
Less than 100	11 (8)	86 (65)	3 (2)	1 (1)	(76)	28 (21)	69 (52)	3 (2)	0 (0)	(75)
100-499	7 (31)	82 (359)	7 (30)	4 (19)	(439)	23 (101)	71 (310)	5 (21)	2 (8)	(440)
500-999	8 (29)	81 (314)	7 (27)	5 (18)	(388)	19 (74)	72 (281)	4 (14)	5 (19)	(388)
1000-4999	7 (58)	78 (668)	7 (60)	8 (69)	(855)	18 (155)	69 (591)	8 (68)	5 (38)	(852)
5000-9999	6 (23)	70 (282)	12 (50)	12 (48)	(403)	18 (71)	65 (260)	9 (37)	9 (34)	(402)
10,000 and up	5 (39)	75 (646)	9 (78)	12 (103)	(866)	13 (113)	70 (601)	9 (81)	8 (68)	(863)
Total	6 (188)	77 (2334)	8 (247)	9 (258)	(3027)	18 (535)	69 (2095)	7 (223)	6 (167)	(3020)
Region					*					
Panhandle	7 (24)	75 (263)	9 (32)	9 (32)	(351)	20 (71)	65 (229)	7 (26)	7 (25)	(351)
North Central	6 (25)	82 (347)	6 (25)	6 (26)	(423)	20 (84)	68 (286)	8 (33)	4 (18)	(421)
South Central	5 (49)	74 (676)	10 (88)	11 (102)	(915)	16 (141)	70 (631)	9 (82)	6 (54)	(908)
Northeast	8 (54)	78 (559)	7 (51)	8 (57)	(721)	18 (133)	70 (508)	7 (47)	5 (36)	(724)
Southeast	7 (41)	79 (496)	8 (52)	7 (41)	(630)	17 (109)	72 (452)	5 (33)	5 (34)	(628)
Total	6 (193)	77 (2341)	8 (248)	9 (258)	(3040)	18 (538)	70 (2106)	7 (221)	6 (167)	(3032)
Individual Attributes										
Income Level					*					*
Under $10,000	22 (36)	67 (110)	6 (10)	6 (9)	(165)	36 (59)	59 (98)	4 (6)	1 (2)	(165)
$10,000-19,999	9 (38)	86 (382)	3 (12)	3 (11)	(443)	22 (97)	73 (325)	4 (18)	1 (3)	(443)
$20,000-29,999	6 (33)	83 (447)	6 (30)	5 (29)	(539)	18 (96)	74 (402)	5 (29)	2 (13)	(540)
$30,000-39,999	6 (29)	78 (399)	9 (44)	8 (40)	(512)	18 (90)	71 (361)	6 (31)	6 (30)	(512)
$40,000-49,999	3 (11)	78 (300)	10 (38)	10 (37)	(386)	16 (60)	70 (269)	7 (28)	7 (26)	(383)
$50,000-59,999	** (1)	75 (208)	12 (33)	13 (37)	(279)	11 (29)	67 (185)	12 (33)	11 (29)	(276)
$60,000-74,999	2 (5)	67 (141)	17 (36)	13 (28)	(210)	10 (22)	67 (141)	12 (25)	11 (23)	(211)
$75,000 and over	2 (4)	61 (148)	12 (30)	25 (60)	(242)	8 (19)	59 (142)	17 (41)	16 (38)	(240)
Total	6 (157)	77 (2135)	8 (233)	9 (251)	(2776)	17 (472)	69 (1923)	8 (211)	6 (164)	(2770)
Age					*					*
19-29	2 (4)	71 (148)	14 (30)	13 (28)	(210)	16 (34)	69 (144)	11 (24)	4 (8)	(210)
30-39	3 (14)	74 (391)	12 (63)	11 (59)	(527)	17 (90)	68 (355)	9 (45)	7 (35)	(525)
40-49	3 (18)	73 (532)	11 (82)	13 (98)	(730)	13 (95)	65 (473)	13 (95)	9 (66)	(729)
50-64	5 (39)	81 (644)	7 (58)	7 (59)	(800)	15 (123)	73 (580)	6 (44)	6 (50)	(797)
65 and up	15 (120)	81 (646)	2 (15)	2 (14)	(795)	25 (196)	73 (575)	2 (13)	1 (8)	(792)
Total	6 (195)	77 (2361)	8 (248)	8 (258)	(3062)	18 (538)	70 (2127)	7 (221)	6 (167)	(3053)
Gender					*					*
Male	6 (126)	77 (1716)	9 (190)	9 (207)	(2239)	16 (359)	70 (1556)	8 (180)	6 (140)	(2235)
Female	8 (69)	79 (659)	7 (59)	6 (53)	(840)	22 (186)	69 (578)	5 (43)	3 (28)	(835)
Total	6 (195)	77 (2375)	8 (249)	8 (260)	(3079)	18 (545)	70 (2134)	7 (223)	6 (168)	(3070)
Education					*					*
High school or less	11 (135)	83 (1038)	3 (37)	3 (35)	(1245)	26 (321)	69 (860)	3 (37)	2 (28)	(1246)
Some college	3 (33)	82 (818)	7 (74)	8 (76)	(1001)	14 (137)	74 (732)	8 (76)	5 (51)	(996)
College grad	2 (13)	60 (436)	18 (134)	20 (148)	(731)	9 (62)	65 (472)	14 (105)	12 (88)	(727)
Total	6 (181)	77 (2292)	8 (245)	9 (259)	(2977)	18 (520)	70 (2064)	7 (218)	6 (167)	(2969)
Marital Status					*					*
Married	5 (114)	78 (1759)	8 (191)	9 (206)	(2270)	17 (373)	70 (1585)	8 (169)	6 (140)	(2267)
Never married	4 (9)	70 (169)	12 (30)	14 (34)	(242)	13 (32)	68 (164)	12 (29)	7 (16)	(241)
Divorced/separated	5 (15)	80 (224)	9 (25)	5 (15)	(279)	19 (51)	71 (195)	8 (21)	3 (9)	(276)
Widowed	20 (57)	77 (222)	1 (3)	2 (5)	(287)	31 (88)	67 (190)	1 (4)	1 (3)	(285)
Total	6 (195)	77 (2374)	8 (249)	8 (260)	(3078)	18 (544)	70 (2134)	7 (223)	6 (168)	(3069)

* Statistically significant at .05 level.

** Less than 1 percent.

Note: Numbers in parentheses are numbers of observations.

Table 6. Use of Telecommunications Technology by Community Population, Region and Individual Attributes.

	Satellite communication					Electronic bulletin board				
	Never heard of	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*	*Never heard of*	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*
Population of Town					*					*
Less than 100	13 (10)	75 (56)	5 (4)	7 (5)	(75)	28 (21)	70 (53)	1 (1)	1 (1)	(76)
100-499	9 (40)	82 (357)	4 (18)	4 (18)	(433)	21 (90)	75 (327)	4 (16)	1 (3)	(436)
500-999	7 (26)	84 (319)	5 (19)	4 (16)	(380)	17 (64)	79 (304)	4 (16)	1 (3)	(387)
1000-4999	7 (58)	83 (703)	6 (52)	4 (37)	(850)	17 (148)	76 (646)	5 (44)	2 (13)	(851)
5000-9999	6 (22)	78 (314)	10 (40)	7 (27)	(403)	17 (68)	72 (287)	7 (28)	5 (18)	(401)
10,000 and up	6 (52)	83 (716)	6 (49)	5 (42)	(859)	12 (107)	77 (667)	6 (55)	4 (35)	(864)
Total	7 (208)	82 (2465)	6 (182)	5 (145)	(3000)	17 (498)	76 (2284)	5 (160)	2 (73)	(3015)
Region										
Panhandle	8 (26)	76 (266)	11 (37)	6 (19)	(348)	19 (67)	72 (253)	7 (24)	2 (6)	(350)
North Central	8 (33)	83 (350)	5 (23)	4 (18)	(424)	19 (78)	75 (314)	4 (18)	2 (10)	(420)
South Central	6 (56)	83 (747)	6 (52)	5 (46)	(901)	14 (130)	77 (696)	6 (52)	3 (26)	(904)
Northeast	8 (57)	84 (597)	5 (33)	4 (28)	(715)	18 (127)	75 (546)	5 (36)	2 (17)	(726)
Southeast	7 (41)	82 (514)	6 (37)	5 (32)	(624)	16 (99)	77 (484)	5 (29)	2 (15)	(627)
Total	7 (213)	82 (2474)	6 (182)	5 (143)	(3012)	17 (501)	76 (2293)	5 (159)	2 (74)	(3027)
Individual Attributes										
Income Level					*					*
Under $10,000	23 (37)	68 (112)	6 (10)	3 (5)	(164)	34 (55)	62 (101)	5 (8)	0 (0)	(164)
$10,000-19,999	8 (35)	87 (382)	3 (13)	3 (11)	(441)	22 (97)	76 (336)	2 (7)	1 (2)	(442)
$20,000-29,999	6 (34)	86 (462)	4 (23)	3 (17)	(536)	17 (90)	79 (429)	3 (15)	1 (7)	(541)
$30,000-39,999	6 (29)	86 (438)	6 (29)	3 (15)	(511)	15 (75)	78 (399)	5 (24)	2 (12)	(510)
$40,000-49,999	5 (17)	79 (301)	9 (34)	8 (29)	(381)	13 (50)	75 (288)	8 (31)	4 (15)	(384)
$50,000-59,999	4 (11)	81 (225)	8 (22)	7 (19)	(277)	10 (27)	77 (212)	9 (24)	5 (14)	(277)
$60,000-74,999	4 (8)	80 (166)	8 (17)	8 (17)	(208)	10 (20)	79 (164)	8 (16)	3 (7)	(207)
$75,000 and over	3 (7)	76 (185)	12 (30)	8 (20)	(242)	7 (16)	73 (175)	14 (33)	7 (16)	(240)
Total	6 (178)	82 (2271)	6 (178)	5 (133)	(2760)	16 (430)	76 (2104)	6 (158)	3 (73)	(2765)
Age					*					*
19-29	3 (7)	81 (169)	10 (20)	7 (14)	(210)	13 (28)	75 (157)	8 (17)	3 (7)	(209)
30-39	3 (17)	85 (443)	7 (35)	5 (26)	(521)	12 (60)	78 (406)	7 (38)	4 (20)	(524)
40-49	4 (26)	82 (596)	9 (62)	6 (46)	(730)	12 (89)	75 (548)	9 (63)	4 (28)	(728)
50-64	6 (44)	83 (656)	6 (47)	6 (45)	(792)	15 (120)	78 (621)	5 (40)	2 (13)	(794)
65 and up	15 (118)	81 (631)	2 (18)	2 (15)	(782)	26 (205)	73 (581)	** (3)	1 (6)	(795)
Total	7 (212)	82 (2495)	6 (182)	5 (146)	(3035)	17 (502)	76 (2313)	5 (161)	2 (74)	(3050)
Gender					*					*
Male	6 (125)	82 (1826)	7 (152)	5 (116)	(2219)	15 (331)	77 (1708)	6 (131)	3 (62)	(2232)
Female	11 (91)	82 (679)	4 (32)	4 (30)	(832)	21 (176)	74 (616)	4 (30)	1 (12)	(834)
Total	7 (216)	82 (2505)	6 (184)	5 (146)	(3051)	17 (507)	76 (2324)	5 (161)	2 (74)	(3066)
Education					*					*
High school or less	11 (133)	82 (1006)	3 (42)	4 (49)	(1230)	25 (306)	73 (910)	2 (20)	1 (6)	(1242)
Some college	4 (44)	84 (836)	6 (62)	5 (53)	(995)	13 (127)	79 (790)	5 (54)	3 (27)	(998)
College grad	3 (23)	81 (589)	11 (79)	5 (37)	(728)	7 (49)	76 (547)	12 (87)	6 (41)	(724)
Total	7 (200)	82 (2431)	6 (183)	5 (139)	(2953)	16 (482)	76 (2247)	5 (161)	3 (74)	(2964)
Marital Status					*					*
Married	6 (131)	83 (1857)	6 (140)	6 (123)	(2251)	15 (342)	77 (1744)	5 (119)	3 (59)	(2264)
Never married	5 (12)	83 (198)	8 (19)	5 (11)	(240)	13 (30)	76 (182)	8 (18)	4 (9)	(239)
Divorced/separated	5 (13)	87 (240)	7 (18)	2 (6)	(277)	17 (47)	74 (206)	7 (20)	2 (5)	(278)
Widowed	21 (60)	74 (209)	3 (7)	2 (6)	(282)	31 (87)	68 (192)	1 (4)	** (1)	(284)
Total	7 (216)	82 (2504)	6 (184)	5 (146)	(3050)	17 (506)	76 (2324)	5 (161)	2 (74)	(3065)

* Statistically significant at .05 level.

** Less than 1 percent.

Note: Numbers in parentheses are numbers of observations.

Table 6. Use of Telecommunications Technology by Community Population, Region and Individual Attributes.

	Teleconferencing					Electronic medical monitoring				
	Never heard of	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*	*Never heard of*	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*
Population of Town					*					
Less than 100	17 (13)	75 (56)	7 (5)	1 (1)	(75)	22 (17)	75 (57)	3 (2)	0 (0)	(76)
100-499	12 (54)	78 (339)	9 (37)	1 (6)	(436)	21 (90)	77 (340)	2 (7)	1 (2)	(439)
500-999	9 (36)	81 (313)	9 (34)	1 (3)	(386)	20 (77)	77 (296)	3 (12)	** (1)	(386)
1000-4999	10 (83)	77 (655)	11 (94)	2 (17)	(849)	20 (166)	78 (656)	2 (20)	1 (4)	(846)
5000-9999	8 (30)	73 (294)	17 (68)	3 (10)	(402)	20 (79)	75 (301)	3 (12)	2 (9)	(401)
10,000 and up	8 (66)	77 (663)	13 (113)	3 (22)	(864)	17 (148)	78 (670)	4 (31)	1 (11)	(860)
Total	9 (282)	77 (2320)	12 (351)	2 (59)	(3012)	19 (577)	77 (2320)	3 (84)	1 (27)	(3008)
Region					*					*
Panhandle	10 (34)	73 (256)	16 (56)	1 (5)	(351)	21 (72)	75 (265)	4 (13)	1 (2)	(352)
North Central	12 (49)	76 (322)	11 (46)	1 (5)	(422)	16 (67)	79 (330)	4 (15)	1 (4)	(416)
South Central	7 (65)	77 (700)	13 (115)	3 (26)	(906)	18 (164)	77 (696)	3 (27)	2 (16)	(903)
Northeast	11 (78)	78 (560)	10 (68)	2 (12)	(718)	22 (159)	76 (550)	2 (14)	** (1)	(724)
Southeast	9 (58)	79 (493)	11 (66)	2 (10)	(627)	18 (114)	79 (494)	2 (14)	1 (3)	(625)
Total	9 (284)	77 (2331)	12 (351)	2 (58)	(3024)	19 (576)	77 (2335)	3 (83)	1 (26)	(3020)
Individual Attributes										
Income Level					*					*
Under $10,000	27 (44)	70 (114)	3 (4)	0 (0)	(162)	32 (52)	65 (106)	3 (5)	0 (0)	(163)
$10,000-19,999	13 (58)	83 (367)	4 (16)	** (1)	(442)	20 (89)	78 (341)	2 (7)	0 (0)	(437)
$20,000-29,999	9 (50)	81 (437)	9 (48)	1 (4)	(539)	17 (92)	78 (420)	3 (16)	2 (9)	(537)
$30,000-39,999	9 (43)	81 (410)	10 (49)	1 (6)	(508)	19 (99)	77 (392)	3 (16)	** (2)	(509)
$40,000-49,999	5 (19)	77 (295)	16 (61)	2 (9)	(384)	18 (68)	78 (298)	3 (10)	2 (7)	(383)
$50,000-59,999	3 (8)	77 (213)	17 (48)	3 (9)	(278)	16 (45)	80 (223)	2 (6)	1 (4)	(278)
$60,000-74,999	3 (6)	70 (147)	22 (47)	5 (10)	(210)	20 (42)	75 (158)	4 (9)	1 (1)	(210)
$75,000 and over	5 (11)	64 (155)	24 (58)	7 (18)	(242)	15 (35)	80 (192)	5 (11)	1 (3)	(241)
Total	9 (239)	77 (2138)	12 (331)	2 (57)	(2765)	19 (522)	77 (2130)	3 (80)	1 (26)	(2758)
Age					*					*
19-29	10 (20)	82 (170)	6 (13)	2 (5)	(208)	25 (53)	72 (151)	2 (5)	0 (0)	(209)
30-39	4 (21)	80 (418)	15 (76)	2 (10)	(525)	24 (125)	73 (381)	2 (12)	1 (4)	(522)
40-49	3 (25)	76 (555)	17 (127)	3 (22)	(729)	18 (132)	78 (569)	3 (20)	1 (6)	(727)
50-64	8 (60)	76 (605)	14 (111)	3 (21)	(797)	15 (121)	80 (640)	3 (25)	1 (10)	(796)
65 and up	20 (160)	76 (600)	3 (27)	** (1)	(788)	19 (151)	77 (608)	3 (22)	1 (7)	(788)
Total	9 (286)	77 (2348)	12 (354)	2 (59)	(3047)	19 (582)	77 (2349)	3 (84)	1 (27)	(3042)
Gender					*					*
Male	8 (176)	77 (1723)	13 (282)	2 (49)	(2230)	17 (386)	79 (1766)	3 (56)	1 (20)	(2228)
Female	13 (112)	77 (637)	9 (74)	1 (10)	(833)	24 (201)	72 (595)	3 (28)	1 (7)	(831)
Total	9 (288)	77 (2360)	12 (356)	2 (59)	(3063)	19 (587)	77 (2361)	3 (84)	1 (27)	(3059)
Education					*					*
High school or less	16 (193)	78 (968)	5 (64)	1 (10)	(1235)	23 (287)	74 (912)	2 (28)	** (5)	(1232)
Some college	5 (53)	81 (803)	12 (120)	2 (19)	(995)	16 (161)	80 (800)	2 (22)	1 (12)	(995)
College grad	3 (20)	70 (514)	23 (167)	4 (30)	(731)	16 (117)	78 (569)	5 (33)	1 (10)	(729)
Total	9 (266)	77 (2285)	12 (351)	2 (59)	(2961)	19 (565)	77 (2281)	3 (83)	1 (27)	(2956)
Marital Status					*					
Married	8 (171)	78 (1753)	13 (288)	2 (48)	(2260)	19 (419)	78 (1754)	3 (65)	1 (23)	(2261)
Never married	8 (20)	80 (193)	10 (23)	2 (5)	(241)	21 (50)	77 (184)	2 (5)	** (1)	(240)
Divorced/separated	7 (20)	78 (217)	12 (34)	2 (6)	(277)	17 (47)	80 (221)	3 (7)	** (1)	(276)
Widowed	27 (76)	69 (197)	4 (11)	0 (0)	(284)	25 (71)	72 (201)	3 (7)	1 (2)	(281)
Total	9 (287)	77 (2360)	12 (356)	2 (59)	(3062)	19 (587)	77 (2360)	3 (84)	1 (27)	(3058)

* Statistically significant at .05 level.

** Less than 1 percent.

Note: Numbers in parentheses are numbers of observations.

Table 6. Use of Telecommunications Technology by Community Population, Region and Individual Attributes.

	Interactive TV				
	Never heard of	*Heard of it, don't use*	*Use it occasionally*	*Use it regularly*	*Total*
Population of Town					*
Less than 100	30 (23)	63 (48)	5 (4)	1 (1)	(76)
100-499	28 (123)	70 (305)	2 (9)	0 (0)	(437)
500-999	24 (92)	73 (280)	2 (8)	1 (4)	(384)
1000-4999	23 (197)	74 (622)	2 (19)	1 (8)	(846)
5000-9999	22 (88)	74 (298)	3 (13)	1 (3)	(402)
10,000 and up	18 (155)	78 (673)	3 (25)	1 (9)	(862)
Total	23 (678)	74 (2226)	3 (78)	1 (25)	(3007)
Region					*
Panhandle	22 (78)	71 (249)	5 (19)	1 (3)	(349)
North Central	23 (98)	74 (310)	2 (10)	** (1)	(419)
South Central	21 (189)	75 (682)	3 (24)	1 (10)	(905)
Northeast	23 (167)	73 (526)	2 (15)	1 (10)	(718)
Southeast	24 (149)	74 (466)	2 (12)	** (2)	(629)
Total	23 (681)	74 (2233)	3 (80)	1 (26)	(3020)
Individual Attributes					
Income Level					*
Under $10,000	34 (56)	62 (101)	3 (5)	1 (1)	(163)
$10,000-19,999	26 (115)	71 (313)	2 (9)	1 (3)	(440)
$20,000-29,999	22 (120)	75 (407)	2 (11)	** (2)	(540)
$30,000-39,999	23 (117)	73 (373)	3 (14)	1 (5)	(509)
$40,000-49,999	19 (72)	77 (293)	3 (12)	2 (6)	(383)
$50,000-59,999	15 (43)	81 (226)	3 (7)	1 (3)	(279)
$60,000-74,999	14 (30)	83 (172)	2 (5)	1 (1)	(208)
$75,000 and over	16 (38)	79 (191)	5 (11)	1 (2)	(242)
Total	21 (591)	75 (2076)	3 (74)	1 (23)	(2764)
Age					*
19-29	14 (30)	77 (162)	5 (11)	3 (7)	(210)
30-39	14 (74)	83 (438)	2 (11)	** (2)	(525)
40-49	18 (132)	79 (572)	3 (21)	** (1)	(726)
50-64	23 (185)	73 (580)	3 (21)	1 (10)	(796)
65 and up	34 (263)	64 (501)	2 (15)	1 (6)	(785)
Total	23 (684)	74 (2253)	3 (79)	1 (26)	(3042)
Gender					*
Male	20 (451)	76 (1698)	3 (60)	1 (20)	(2229)
Female	29 (239)	68 (564)	3 (21)	1 (6)	(830)
Total	23 (690)	74 (2262)	3 (81)	1 (26)	(3059)
Education					*
High school or less	30 (370)	67 (828)	2 (21)	1 (11)	(1230)
Some college	20 (197)	77 (767)	3 (27)	1 (8)	(999)
College grad	12 (90)	83 (604)	4 (30)	1 (5)	(729)
Total	22 (657)	74 (2199)	3 (78)	1 (24)	(2958)
Marital Status					*
Married	21 (474)	76 (1709)	3 (60)	1 (18)	(2261)
Never married	17 (41)	78 (188)	3 (8)	2 (4)	(241)
Divorced/separated	25 (68)	73 (200)	3 (8)	0 (0)	(276)
Widowed	38 (106)	59 (166)	2 (5)	1 (4)	(281)
Total	23 (689)	74 (2263)	3 (81)	1 (26)	(3059)

* Statistically significant at .05 level.

** Less than 1 percent.

Note: Numbers in parentheses are numbers of observations.

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Des Moines, IA 50321-0101
Phone: 515.288.4431, FAX: 515.243.1979

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