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CENTER FOR APPLIED RURAL INNOVATION

A Research Report*

Views of Community Life in Rural Nebraska

2008 Nebraska Rural Poll Results

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University of Nebraska Lincoln

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Center Research Report 08-4, November 2008.

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All of the Center's research reports detailing Nebraska Rural Poll results are located on the Center's World Wide Web page at http://cari.unl.edu/ruralpoll/

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Table of Contents

Executive Summary . . . . . **i**

Introduction **1**

Trends in Community Ratings (1996 - 2008) **2**

Figure 1. Community Change, 1996 - 2008 . . . . . *2*
Figure 2. Expected Destination of Those Planning to Move: 1998 - 2008 . . . . . *3*
Table 1. Proportions of Respondents Very or Somewhat Satisfied with Each Service, 1997 - 2008 . . . . . *5*

The Community and Its Attributes in 2008 . . . . . **4**

Figure 3. Perceptions of Community Change by Community Size *6*
Figure 4. Dissatisfaction with Cellular Phone Service by Community Size *9*
Figure 5. Feelings About Community *10*
Figure 6. Difficulty or Ease of Leaving Community *11*
Figure 7. Ease or Difficulty Leaving Community by Length of Residence in Community *12*

Plans to Leave the Community **12**

Community Quality of Life **13**

Figure 8. Primary Community *14*
Figure 9. Ratings of Community Quality of Life *14*
Table 2. Importance of Factors in Contributing to Community's Quality of Life *16*

Conclusion **17**

List of Appendix Tables and Figures

Appendix Figure 1. Regions of Nebraska 19

Appendix Table 1. Demographic Profile of Rural Poll Respondents Compared to 2000 Census 20

Appendix Table 2. Perceptions of Community Change by Community Size, Region and Individual Attributes 21

Appendix Table 3. Measures of Community Attributes in Relation to Community Size, Region and Individual Attributes 23

Appendix Table 4. Level of Satisfaction with Community Services and Amenities 25

Appendix Table 5. Measures of Satisfaction with Ten Services and Amenities in Relation to Community Size, Region and Individual Attributes 26

Appendix Table 6. Feelings About Community by Region, Community Size and Individual Attributes 29

Appendix Table 7. Opinions About Leaving Community by Community Size, Region and Individual Attributes 32

Appendix Table 8. Plans to Leave Community by Community Size, Region and Individual Attributes 33

Appendix Table 9. Perceptions of Primary Community in Relation to Community Size, Region, and Individual Attributes 35

Appendix Table 10. Ratings of Community Quality of Life by Community Size, Region and Individual Attributes 37

Appendix Table 11. Importance of Factors in Contributing to Community's Quality of Life by Community Size, Region and Individual Attributes 38

Executive Summary

Most of the smaller communities in rural Nebraska have experienced population decline since 2000 while most of the larger communities have experienced population growth. Given these conditions, how do rural Nebraskans feel about their community? Are they satisfied with the services provided? Are they planning to move from their community next year? How do they view the quality of life in their community? What factors are important in contributing to the quality of life in their community? Do their perceptions differ by community size, the region in which they live, or their occupation?

This report details 2,496 responses to the 2008 Nebraska Rural Poll, the thirteenth annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their community. Trends for some of these questions are examined by comparing data from the twelve previous polls to this year's results. For all questions, comparisons are made among different respondent subgroups, that is, comparisons by age, occupation, region, etc. Based on these analyses, some key findings emerged:

- ***By many different measures, rural Nebraskans are positive about their community.***

  - ✓ *Many rural Nebraskans rate their community favorably on its social dimensions.* Many rural Nebraskans rate their communities as friendly (73%), trusting (61%) and supportive (67%). (page 6)
  - ✓ *Many rural Nebraskans express positive sentiments about their community.* Approximately two-thirds (67%) agree with the statement that "my community is very special to me." And 63 percent agree with the statement that "I feel I can really be myself in my community." (page 10)
  - ✓ *One-half of rural Nebraskans say it would be difficult to leave their community.* Fifty percent say it would be difficult for their household to leave their community. Approximately one-third (33%) indicate it would be easy for their household to leave their community and 17 percent gave a neutral response. (page 11)

- ***While residents living in or near larger communities are more likely to view positive change in their communities, residents of smaller communities are more likely to rate their community favorably on its social dimensions and to have positive sentiments about their community.***

  - ✓ *Residents living in or near larger communities are more likely than residents of smaller communities to say their community has changed for the better during the past year.* Thirty-six percent of persons living in or near communities with populations of 10,000 or more believe their community has changed for the better, compared to 23 percent of persons living in or near communities with less than 500 people. (page 6)
  - ✓ *Residents living in or near the smallest communities are more likely than persons*

living in or near larger communities to rate their community as friendly, trusting and supportive. Just over three-quarters (76%) of persons living in or near communities with populations under 500 say their community is supportive, compared to 62 percent of persons living in or near communities with populations of 10,000 or more. (page 6)

✓ *Persons living in or near smaller communities are more likely than persons living in or near larger communities to express positive sentiments about their community.* Forty-four percent of persons living in or near communities with less than 500 people agree with the statement that no other place can compare to my community. In comparison, 26 percent of persons living in or near communities with populations of 10,000 or more agree with this statement. (page 10)

- ***Except for a few services that are largely unavailable in rural communities, rural Nebraskans are generally satisfied with basic community services and amenities.*** At least 70 percent of rural Nebraskans are satisfied with the following services or amenities: fire protection (86%), parks and recreation (75%), library services (75%), religious organizations (73%), and education (K - 12) (70%). On the other hand, at least one-third of rural Nebraskans are dissatisfied with the entertainment, retail shopping, restaurants, streets and roads, arts/cultural activities, local government and public transportation services in their community. (page 7)

- ***Although few rural Nebraskans are planning to move from their community next year, the potential movers who are planning to move out of Nebraska increased from last year.*** Only five percent of rural Nebraskans are planning to move from their community in the next year. Of those who are planning to move, one-half (50%) are planning to leave Nebraska. Last year, 39 percent of the potential movers planned to leave the state. (page 3)

- ***Many rural Nebraskans rate the quality of life in their community as very good or excellent.*** One-third (33%) of rural Nebraskans rate the quality of life in their community as very good and four percent rate it as excellent. Almost one-half (46%) rate the quality of life as good, 15 percent rate it as fair and two percent rate the quality of life as poor. (page 14)

- ***Almost all rural Nebraskans rate a sense of security and safety as an important factor in contributing to the quality of life in their community.*** Ninety-four percent of rural Nebraskans rate a sense of security and safety as either a very important or somewhat important factor that contributes to their community's quality of life. Other factors seen as important include: quality of community services and facilities (86%), their economic well-being (85%), and interactions with their neighbors and others in the community (84%). (page 16)

Introduction

Recent community level Census data show that most small communities in Nebraska have experienced population decline since 2000. However, most larger communities have experienced population growth during this same time period.

Given these conditions, how do rural Nebraskans feel about their community? Are they satisfied with the services provided by their community? Are they planning to move from their community in the next year? Have these views changed over the past thirteen years? What factors are important in contributing to their community's quality of life? This paper provides a detailed analysis of these questions.

The 2008 Nebraska Rural Poll is the thirteenth annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their community. Trends for some of these questions will be examined by comparing the data from the twelve previous polls to this year's results.

Methodology and Respondent Profile

This study is based on 2,496 responses from Nebraskans living in the 84 non-metropolitan counties in the state. A self-administered questionnaire was mailed in March and April to approximately 6,200 randomly selected households. Metropolitan counties not included in the sample were Cass, Dakota, Dixon, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington. The 14-page questionnaire included questions pertaining to well-being, community, energy, climate change, television viewing, personal finances and work. This paper reports only results from the community portion of the survey.

A 40% response rate was achieved using the total design method (Dillman, 1978). The sequence of steps used follow:

1. A pre-notification letter was sent requesting participation in the study.
2. The questionnaire was mailed with an informal letter signed by the project director approximately seven days later.
3. A reminder postcard was sent to the entire sample approximately seven days after the questionnaire had been sent.
4. Those who had not yet responded within approximately 14 days of the original mailing were sent a replacement questionnaire.

Appendix Table 1 shows demographic data from this year's study and previous rural polls, as well as similar data based on the entire non-metropolitan population of Nebraska (using 2000 U.S. Census data). As can be seen from the table, there are some marked differences between some of the demographic variables in our sample compared to the Census data. Certainly some variance from 2000 Census data is to be expected as a result of changes that have occurred in the intervening eight years. Nonetheless, we suggest the reader use caution in generalizing our data to all rural Nebraska. However, given the random sampling frame used for this survey, the acceptable percentage of responses, and the large number of respondents, we feel the data provide useful insights into opinions of rural Nebraskans on the various issues presented in this report. The margin of error for this study is plus or minus two percent.

Since younger residents have typically been under-represented by survey respondents and older residents have been over-represented, weights were used to adjust the sample to match the age distribution in the non-metropolitan counties in Nebraska (using U.S. Census figures).

The average age of respondents is 50 years. Seventy percent are married (Appendix Table 1) and 70 percent live within the city limits of a town or village. On average, respondents have lived in Nebraska 43 years and have lived in their current community 28 years. Fifty-two percent are living in or near towns or villages with populations less than 5,000. Ninety-five percent have attained at least a high school diploma.

Forty-five percent of the respondents report their 2007 approximate household income from all sources, before taxes, as below $40,000. Forty-two percent report incomes over $50,000.

Seventy-five percent were employed in 2007 on a full-time, part-time, or seasonal basis. Eighteen percent are retired. Thirty-three percent of those employed reported working in a management, professional, or education occupation. Fifteen percent indicated they were employed in agriculture.

Trends in Community Ratings (1996 - 2008)

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

Community Change

To examine respondents' perceptions of how their community has changed, they were asked the question, "Communities across the nation are undergoing change. When you think about this past year, would you say...My community has changed for the..." Answer categories were better, no change or worse.

One difference in the wording of this question has occurred over the past thirteen years. Starting in 1998, the phrase "this past year" was added to the question; no time frame was given to the respondents in the first two studies. Also, last year the middle response "same" was replaced with "no change."

The proportion of rural Nebraskans that have viewed positive change in their communities decreased slightly this year

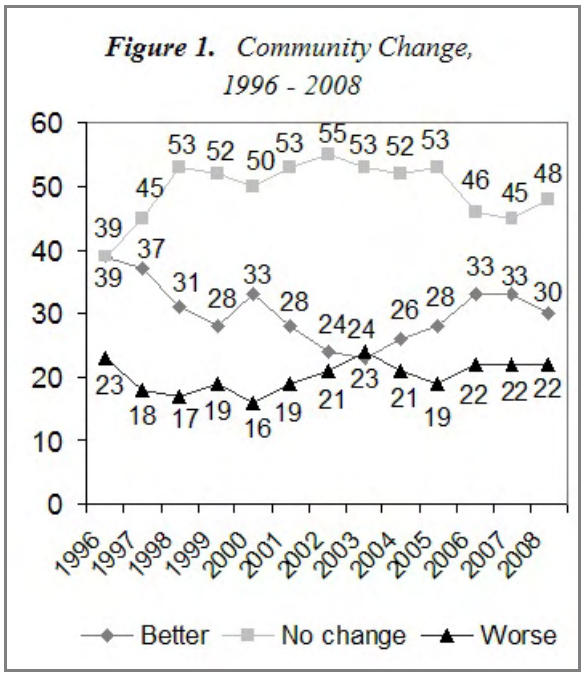


Figure 1. *Community Change, 1996 - 2008*

(Figure 1). Following a seven year period of general decline, the proportion saying their community has changed for the better increased from 23 percent in 2003 (the lowest point over the thirteen year period) to 33 percent in both 2006 and 2007. It then dipped slightly to 30 percent this year. The proportion of rural Nebraskans viewing positive change in their communities has always been greater than the proportion viewing negative change, although the proportions were almost identical in 2003.

The proportion saying their community has stayed the same first increased from 1996 to 1998. It then remained fairly steady during the following eight years but declined in both 2006 and 2007. However, the proportion increased slightly to 48 percent this year. The proportion saying their community has changed for the worse has remained fairly steady across all thirteen years.

Community Social Dimensions

Respondents were also asked each year if they would describe their communities as friendly or unfriendly, trusting or distrusting, and supportive or hostile. For each of these three dimensions, respondents were asked to rate their community using a seven-point scale between each pair of contrasting views.

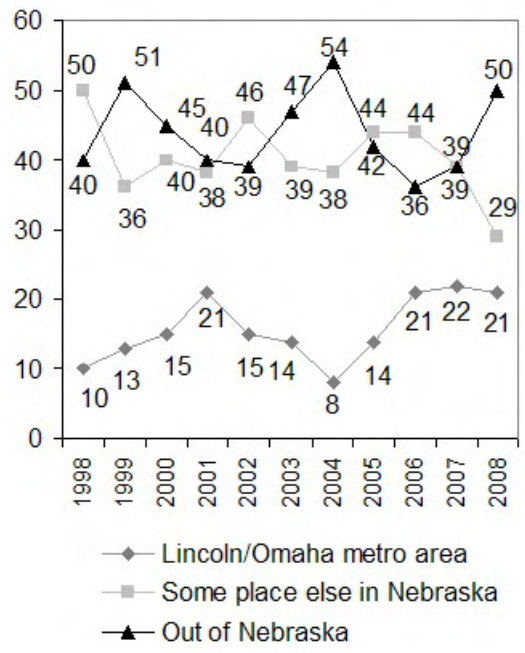
The proportion of respondents who view their community as friendly has remained fairly steady over the thirteen year period, ranging from 69 to 75 percent. The proportion of respondents who view their community as trusting have also remained fairly steady, ranging from 59 to 66 percent. A similar pattern emerged when examining the proportion of respondents who rated their community as supportive. The proportions rating their community as supportive have ranged from 60 percent to 67 percent over the thirteen year period.

Plans to Leave the Community

Starting in 1998, respondents were asked, "Do you plan to move from your community in the next year?" The proportion planning to leave their community has remained relatively stable during the past eleven years, ranging from 3 percent to 6 percent.

The expected destination for the persons planning to move has changed over time (Figure 2). The proportion of expected movers planning to leave the state sharply increased this year (from 39 percent last year

Figure 2. *Expected Destination of Those Planning to Move: 1998 - 2008*



to 50 percent this year). Since the highest proportion in this study (54 percent in 2004), the proportion of expected movers planning to leave the state had generally decreased to 39 percent last year. However, it spiked upward again this year. The proportion of expected movers planning to move to either the Omaha or Lincoln area increased from 8 percent in 2004 to 21 percent in 2006. That proportion has held fairly steady during the past two years. During the past two years, the proportion of expected movers planning to move to other areas of rural Nebraska has decreased from 44 percent in 2006 to 29 percent this year.

Satisfaction with Community Services and Amenities

Respondents were also asked how satisfied they are with various community services and amenities each year. They were asked this in all thirteen studies; however, in 1996 they were also asked about the availability of these services. Therefore, comparisons will only be made between the last twelve studies, when the question wording was identical. The respondents were asked how satisfied they were with a list of 24 services and amenities, taking into consideration availability, cost, and quality.

Table 1 shows the proportions very or somewhat satisfied with the service each year. The rank ordering of these items has remained relatively stable over the twelve years. However, the proportion of rural Nebraskans satisfied with many social services has declined across all twelve years of the study. As an example, the proportion of rural Nebraskans satisfied with day care services in their community has steadily declined across all twelve years, from 51 percent in 1997 to 28 percent this year. In addition, the satisfaction with streets and roads declined this year. Two services added in 2006 have shown steady increases in their satisfaction levels during the past two years - cellular phone service and Internet service. In 2006, 49 percent of rural Nebraskans were satisfied with their cellular phone service. That proportion increased to 58 percent this year.

The Community and Its Attributes in 2008

In this section, the 2008 data on respondents' evaluations of their communities and its attributes are examined in terms of any significant differences that may exist depending upon the size of the respondent's community, the region in which they live, or various individual attributes such as household income or age.

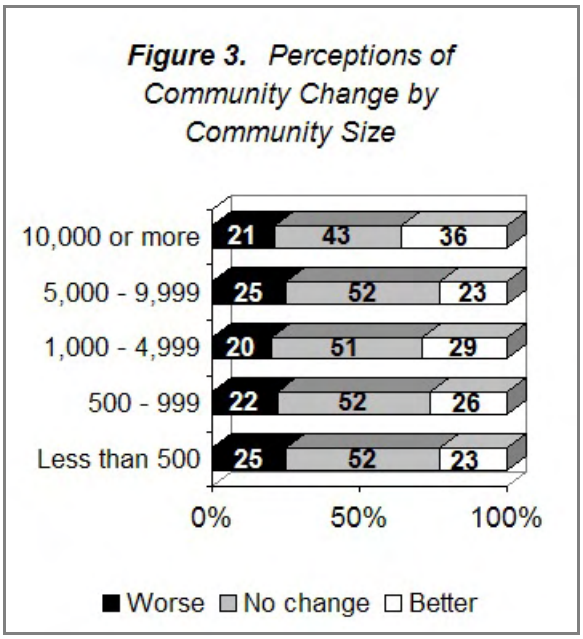
Community Change

The perceptions of the change occurring in their community by various demographic subgroups are examined (Appendix Table 2). Residents living in or near the largest communities are more likely than persons living in or near the smallest communities to say that their community has changed for the better. Thirty-six percent of persons living in or near communities with populations of 10,000 or more believe their community has changed for the better, compared to 23 percent of persons living in or near communities with less than 500 people (Figure 3). Persons living in or near the smallest communities are more likely than persons living in or near larger communities to say they have seen no change in their community during the past year.

Table 1. *Proportion of Respondents Very or Somewhat Satisfied with Each Service, 1997 - 2008*

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

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



The other groups most likely to say their community has changed for the better include: respondents with the highest household incomes, persons with the highest education levels, persons with management, professional or education occupations, persons with sales or office support occupations and persons who have lived in their community for more than five years. When comparing responses by region, persons living in both the Panhandle and Southeast regions of the state were the groups *least* likely to say their community has changed for the better during the past year (see Appendix Figure 1 for the counties included in each region).

Community Social Dimensions

In addition to asking respondents about their perceptions of the change occurring in their community, they were also asked to rate its social dimensions. They were asked if they would describe their communities as friendly or unfriendly, trusting or distrusting, and supportive or hostile. Overall, respondents rate their communities as friendly (73%), trusting (61%) and supportive (67%).

Respondents' ratings of their community on these dimensions differ by some of the characteristics examined (Appendix Table 3). Persons living in or near the smallest communities are more likely than persons living in or near the largest communities to rate their community as friendly, trusting and supportive. Just over three-quarters (76%) of persons living in or near communities with populations under 500 say their community is supportive, compared to 62 percent of persons living in or near communities with populations of 10,000 or more.

When comparing responses by region, residents of the Southeast region are the group *least* likely to rate their community as friendly. And, residents of both the Panhandle and Southeast regions are the groups *least* likely to view their community as trusting.

Persons with higher income levels are more likely than persons with lower incomes to rate their community as friendly, trusting and supportive. Approximately 77 percent of persons with household incomes of $40,000 or more rate their community as friendly, compared to 64 percent of persons with household incomes under $20,000.

When comparing responses by age, persons age 65 and older are more likely than younger respondents to view their community as trusting. The youngest respondents join the oldest respondents as the groups most likely to view their

community as friendly and supportive.

Both the widowed respondents and the respondents who are married are the marital groups most likely to view their community as trusting. When asked to rate their community on its friendliness and supportiveness, the divorced/separated respondents are the marital group *least* likely to rate their communities as friendly and supportive.

Persons with the highest education level are more likely than persons with less education to rate their community as friendly and supportive. When comparing responses by occupation, persons with management, professional or education occupations are the group most likely to view their community as friendly, trusting and supportive.

Persons who have lived in their community longer are more likely than persons who have only lived in their community a short time to rate their community as trusting. Sixty-two percent of persons who have lived in their community more than five years rate their community as trusting, compared to 55 percent of persons who have lived in their community five years or less.

Satisfaction with Community Services and Amenities

Next, rural residents were asked to rate how satisfied they are with 24 different services and amenities, taking into consideration cost, availability, and quality. Residents report high levels of satisfaction with some services, but other services and amenities have higher levels of dissatisfaction. Only four services listed have a higher proportion of dissatisfied responses than satisfied responses and those services are largely unavailable in rural communities.

The services or amenities respondents are most satisfied with (based on the combined percentage of "very satisfied" or "somewhat satisfied" responses) include: fire protection (86%), library services (75%), parks and recreation (75%), religious organizations (73%), education (K-12) (70%) and sewage/ waste disposal (67%) (Appendix Table 4). At least one-third of the respondents are either "very dissatisfied" or "somewhat dissatisfied" with entertainment (54%), retail shopping (51%), restaurants (46%), streets and roads (46%), arts/cultural activities (40%), local government (36%) and public transportation services (33%).

The ten services and amenities with the greatest dissatisfaction ratings were analyzed by community size, region and various individual attributes (Appendix Table 5). Many differences emerge.

Younger respondents are more likely than older respondents to be dissatisfied with the entertainment, retail shopping and restaurants in their community. As an example, 72 percent of persons between the ages of 19 and 29 are dissatisfied with entertainment, compared to only 29 percent of persons age 65 and older.

When comparing responses by household income, persons with higher household incomes are more likely than persons with lower incomes to be dissatisfied with the entertainment, retail shopping and restaurants in their community.

Persons with higher education levels are

more likely than persons with less education to be dissatisfied with the entertainment, retail shopping and restaurants in their community. When comparing responses by occupation, persons with food service or personal care occupations and persons with healthcare support or public safety occupations are the groups most likely to be dissatisfied with their community's entertainment and retail shopping. Persons with healthcare support and public safety occupations are the group most likely to be dissatisfied with their community's restaurants.

Persons living in or near mid-size communities are more likely than persons living in or near both smaller and larger communities to be dissatisfied with their community's retail shopping and restaurants. Residents living in or near larger communities are more likely than residents living in or near the smallest communities to be dissatisfied with the entertainment in their community. Approximately 56 percent of persons living in or near communities with populations greater than 1,000 are dissatisfied with the entertainment in their community, compared to 47 percent of persons living in or near communities with populations less than 1,000.

When comparing responses by region, residents of the South Central region are the group *least* likely to report being dissatisfied with the entertainment and retail shopping in their community. Residents of the Southeast region are the group most likely to be dissatisfied with the restaurants in their community.

Younger persons are more likely than older persons to express dissatisfaction with the streets and roads in their community. One-half (50%) of persons under the age of 40 are dissatisfied with the streets and roads, compared to 38 percent of persons age 65 and older.

Other groups most likely to express dissatisfaction with their streets and roads include: persons with the lowest household incomes, persons without a four year college degree, and persons with food service or personal care occupations. When comparing responses by region, residents of the South Central region are the group *least* likely to report dissatisfaction with the streets and roads in their community.

The groups most likely to be dissatisfied with their arts/cultural activities include: persons with the highest household incomes, persons under the age of 40, persons with the highest education levels, persons with food service or personal care occupations, and persons with healthcare support or public safety occupations. Residents of both the Panhandle and South Central regions are the regional groups *least* likely to be dissatisfied with the arts/cultural activities in their community.

Persons age 40 to 64 are the age groups most likely to express dissatisfaction with their local government. Approximately 41 percent of persons age 40 to 64 are dissatisfied with their local government, compared to 28 percent of persons over the age of 65. Persons with occupations classified as "other" are the occupation group most likely to be dissatisfied with their local government.

Persons living in the Panhandle are more likely than persons living in different regions

of the state to be dissatisfied with public transportation services in their community. Thirty-nine percent of persons living in the Panhandle are dissatisfied with their public transportation services, compared to 29 percent of persons living in the North Central region.

Other groups most likely to be dissatisfied with their public transportation services include: persons living in or near the largest communities, persons under the age of 65, persons with higher education levels, and persons with healthcare support or public safety occupations.

Persons with the highest education levels are more likely than persons with lower educational levels to be dissatisfied with their community recycling. Thirty-six percent of persons with at least a four-year college degree are dissatisfied with their community recycling, compared to 21 percent of persons with a high school diploma or less education.

Other groups most likely to express dissatisfaction with their community recycling include: persons living in or near the largest communities, residents of the Northeast region, younger persons, and persons with management, professional or education occupations.

Persons living in or near smaller communities are more likely than persons living in or near larger communities to express dissatisfaction with the cellular phone service in their community (Figure 4). Forty-one percent of persons living in or near communities with less than 1,000 people are dissatisfied with their community's cellular phone service,

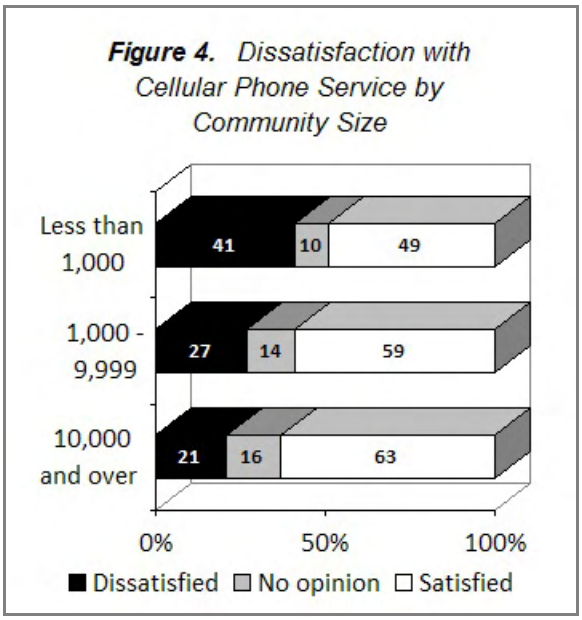


Figure 4. *Dissatisfaction with Cellular Phone Service by Community Size*

compared to 21 percent of persons living in or near communities with populations of 10,000 or more.

Persons living in the Panhandle and Southeast regions are more likely than persons living in other regions of the state to express dissatisfaction with their cellular phone service. Thirty-four percent of residents of these two regions are dissatisfied with their cellular phone service, compared to 22 percent of persons living in the South Central region.

Persons under the age of 65 and persons with healthcare support or public safety occupations are the age and occupation groups most likely to express dissatisfaction with the cellular phone service in their community.

The groups most likely to be dissatisfied with the housing in their community include persons under the age of 65 and both persons with the lowest and highest household incomes. When comparing

responses by occupation, persons with occupations in agriculture are the group *least* likely to express dissatisfaction with their community's housing.

Feelings About Community

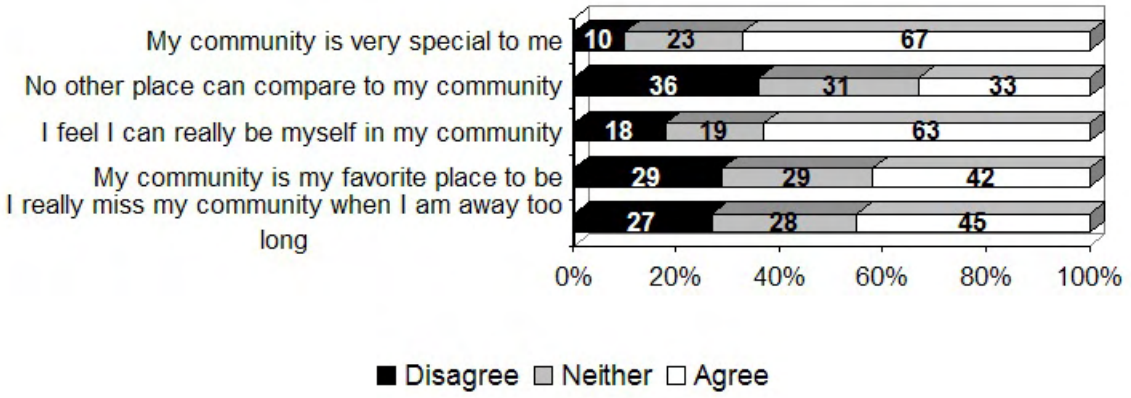
The respondents were next given some statements about their community and were asked the extent to which they agree or disagree with each. Approximately two-thirds (67%) agree with the statement that "my community is very special to me." (Figure 5) And 63 percent agree with the statement that "I feel I can really be myself in my community."

Responses to this question differ by many of the characteristics examined (Appendix Table 6). Persons living in or near smaller communities are more likely than persons living in or near larger communities to express positive sentiments about their community. Persons living in or near the smallest communities are more likely than residents of larger communities to agree with all of these statements about their community. As an example, 44 percent of persons living in or near communities with less than 500 people agree with the statement that no other place can compare to my community. In comparison, 26 percent of persons living in or near communities with populations of 10,000 or more agree with this statement.

Older persons are more likely than younger persons to agree with each statement listed. For example, 79 percent of persons age 65 and older agree with the statement that my community is very special to me, compared to 60 percent of persons under the age of 30. Similarly, widowed respondents are the marital group most likely to agree with each of the statements listed.

Long term residents are more likely than newcomers to the community to express positive sentiments about their community. As an example, 45 percent of persons living in their community for more than five years agree with the statement my community is my favorite place to be, compared to 24 percent of persons living in the community for five years or less.

Figure 5. *Feelings About Community*



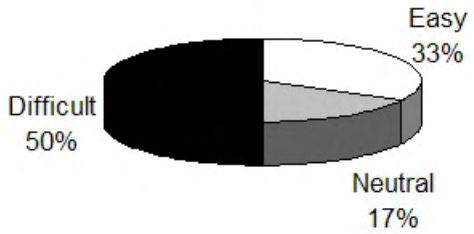
Persons with agriculture occupations are the occupation group most likely to express positive sentiments about their community. Seventy-four percent of persons with occupations in agriculture agree with the statement that my community is very special to me, compared to 50 percent of persons with occupations classified as "other."

Persons with the lowest household incomes are more likely than persons with higher incomes to agree with the statements that no other place can compare to my community, my community is my favorite place to be, and I really miss my community when I am away too long. However, persons with higher household incomes are more likely than persons with lower incomes to agree with the statement I feel I can really be myself in my community.

Persons with lower education levels are more likely than persons with more education to agree with most of the statements listed. The lone exception is the statement that my community is very special to me, where no statistically significant differences by education level are detected.

Next, respondents were asked a question about how easy or difficult it would be to leave their community. The exact question wording was "Assume you were to have a discussion in your household about leaving your community for a reasonably good opportunity elsewhere. Some people might be happy to live in a new place and meet new people. Others might be very sorry to leave. How easy or difficult would it be for your household to leave your community?" They were given a seven point scale where 1 indicated very easy and 7 denoted very difficult. One-half (50%) of rural

Figure 6. *Difficulty or Ease of Leaving Community*



Nebraskans say it would be difficult to leave their community[1] (Figure 6). One-third (33%) indicate it would be easy for their household to leave their community.

Responses to this question are examined by region, community size and various individual attributes (Appendix Table 7). Many differences emerge.

Older persons are more likely than younger persons to say it would be difficult to leave their community. Sixty-two percent of persons age 65 or older think it would be difficult to leave their community, compared to 43 percent of persons age 19 to 29.

Similarly, widowed persons are the marital group most likely to say it would be difficult to leave their community. Sixty-three percent of widowed respondents believe it would be difficult to leave their community, compared to 34 percent of persons who are divorced or separated.

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

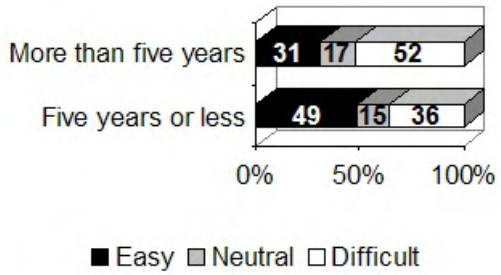
Long term residents of the community are more likely than newcomers to say it would be difficult to leave their community. Fifty-two percent of persons who have lived in their community for more than five years say it would be difficult to leave their community, compared to 36 percent of persons living in the community for five years or less (Figure 7).

Other groups most likely to say it would be difficult to leave their community include: persons living in or near the smallest communities, males, persons with the lowest education levels and persons with occupations in agriculture. When comparing responses by region, persons living in both the Panhandle and North Central regions are the groups *least* likely to say it would be difficult to leave their community.

Plans to Leave the Community

To determine rural Nebraskans' migration intentions, respondents were asked, "Do you plan to move from your community in the next year?" Response options included yes, no or uncertain. A follow-up question

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



(asked only of those who indicated they were planning to move) asked where they planned to move. The answer categories for this question were: Lincoln/Omaha metro areas, some place in Nebraska outside the Lincoln/Omaha metro areas, or some place other than Nebraska.

Only five percent indicate they are planning to move from their community in the next year, 12 percent are uncertain and 83 percent have no plans to move. Of those who are planning to move, one-half (50%) plan to remain in the state, with 21 percent planning to move to either the Lincoln or Omaha area and 29 percent plan to move to another part of the state. One-half (50%) are planning to leave Nebraska.

Intentions to move from their community differed by many of the characteristics examined (Appendix Table 8). Younger respondents are more likely than older respondents to be planning to move from their community in the next year. Ten percent of persons between the ages of 19 and 29 are planning to move next year, compared to only two percent of persons age 65 and older. An additional 20 percent of the younger respondents indicate they are uncertain if they plan to move.

Persons with food service or personal care occupations and persons with healthcare support or public safety occupations are more likely than persons with different occupations to be planning to move from their community in the next year. Eleven percent of persons with these types of occupations are planning to move from their community next year, compared to two percent of persons with occupations in agriculture.

Newcomers to the community are more likely than long-term residents to be planning to leave their community in the next year. Fifteen percent of persons living in the community for five years or less are planning to move, compared to four percent of persons living in the community for more than five years. An additional 21 percent of newcomers are uncertain if they will move.

Persons with the lowest household incomes are more likely than persons with higher incomes to be uncertain about their plans to move from their community in the next year. Persons who are divorced or separated are the marital group most likely to be uncertain about their plans to move from their community.

Potential movers from the Panhandle are more likely than potential movers from other parts of the state to be planning to leave Nebraska. Eighty-three percent of the potential movers in the Panhandle plan to move to some place other than Nebraska, compared to six percent of potential movers in the North Central region.

Persons with lower educational levels that are planning to move in the next year are more likely than persons with more education who are planning to move to expect to leave the state. Seventy-two percent of potential movers with a high school diploma or less education plan to leave Nebraska, compared to 39 percent of potential movers with a four year college degree.

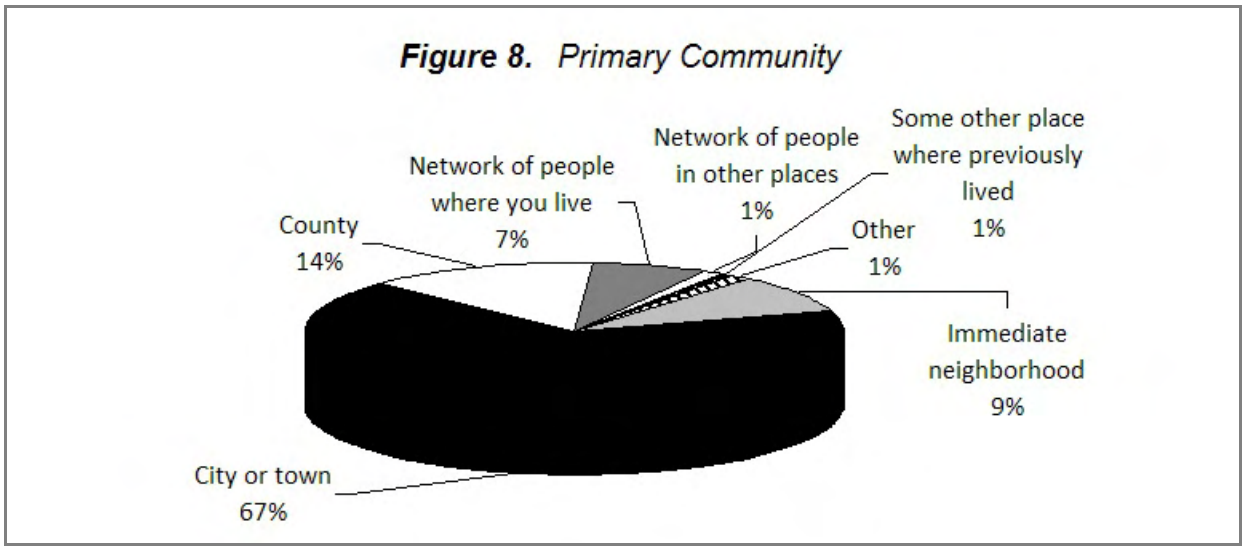
Potential movers with healthcare support or public safety occupations are more likely than potential movers with different occupations to be planning to leave Nebraska.

Community Quality of Life

Respondents were asked a new set of questions this year pertaining to the quality of life in their community. First, in order to gain a better understanding of how people define their community, they were asked what they consider to be their primary community. The exact question wording was, "People may have different ideas about the term/ concept of community. What do you consider to be your primary community?"

Approximately two-thirds (67%) of rural Nebraskans consider their primary community to be the city or town where they live or are nearest (Figure 8). Fourteen percent consider the county where they live to be their primary community.

Perceptions of their primary community differ by community size, region and various individual attributes (Appendix Table 9). Persons living in or near the largest communities are more likely than persons living in or near smaller communities to consider the city or town where they live to be their primary community. Seventy-three percent of persons living in or near communities with populations of 10,000 or more consider their town or city to be their primary community, compared to 53 percent of persons living in or near communities of less than 500 persons. Conversely, persons living in or near the smallest communities are more likely than persons living in or near larger communities to consider either the county where they live or the immediate neighborhood where they live to be their primary community.



Residents of the Northeast region are more likely than persons living in other parts of the state to consider the city or town where they live to be their primary community. They are also the regional group *least* likely to consider the county where they live to be their primary community.

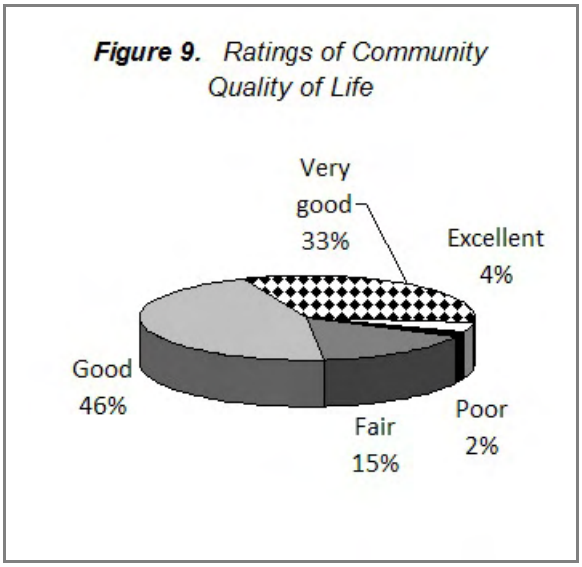
Other groups most likely to consider their primary community the town or city where they live include: persons with the highest incomes, younger persons, persons who have never married, persons with sales or office support occupations and persons with production, transportation or warehousing occupations.

Other groups most likely to consider their primary community the county where they live include older persons and persons with occupations in agriculture.

Persons with the lowest incomes, persons age 65 and older, persons with less education and persons with occupations classified as "other" are the groups most likely to consider the immediate neighborhood where they live as their primary community.

Respondents were next asked to rate their community's quality of life. Almost one-half (46%) of rural Nebraskans rate the quality of life in their community as good (Figure 9). One-third (33%) rate it as very good and four percent rate the quality of life as excellent.

Responses to this question were examined by community size, region and various individual attributes (Appendix Table 10).



Many differences emerge.

Persons with higher household incomes are more likely than persons with lower incomes to rate the quality of life in their community as either very good or excellent. Thirty-seven percent of persons with household incomes of $60,000 or more rate their community's quality of life as very good, compared to 26 percent of persons with household incomes under $20,000. Persons with lower household incomes are more likely than persons with higher incomes to rate the quality of life as fair.

The oldest respondents are the age group most likely to rate their community's quality of life as very good. The youngest respondents are the age group most likely to rate the quality of life as good.

Persons with the highest education levels are more likely than persons with less education to rate their community's quality of life as very good. Forty percent of persons with a bachelors or graduate degree rate the quality of life as very good, compared to 27 percent of persons with a high school diploma or less education.

Widowed respondents are the marital group most likely to rate the quality of life in their community as very good. The divorced or separated respondents are the group most likely to rate the quality of life as fair.

Respondents with occupations classified as "other" are more likely than persons with different occupations to rate the quality of life as excellent. Persons with occupations in agriculture are the group most likely to rate the quality of life as very good.

Newcomers are more likely than long-term residents to rate the quality of life in their community as fair (23 percent compared to 15 percent). Long-term residents are more likely than newcomers to rate the quality of life as very good (34 percent compared to 26 percent).

Finally, respondents were asked how important various factors are in contributing to their community's quality of life. The scale categories ranged from very unimportant to very important.

Almost all (94%) of rural Nebraskans rate a sense of security and safety as either somewhat or very important (Table 2). Other factors seen as important include: quality of community services and facilities (86%), their economic well-being (85%) and interactions with their neighbors and others in the community (84%).

The perceived importance of these factors are examined by community size, region and various individual attributes (Appendix Table 11). Persons living in or near large communities are more likely than persons living in or near smaller communities to rate your economic well-being; natural, scenic or recreational amenities; quality of community services and facilities; and new people and businesses as important factors. As an example, approximately 72 percent of persons living in or near communities with populations of 5,000 or more rate natural, scenic or recreational amenities as important. In comparison, 54 percent of persons living in or near communities with less than 500 people rate this factor as important. A shared community vision and feeling of belonging in the community are most important to persons living in or near

Table 2. *Importance of Factors in Contributing to Community's Quality of Life*

	Very Unimportant	Somewhat Unimportant	Neither	Somewhat Important	Very Important
Your economic well-being	3%	4%	9%	51%	34%
Interactions with your neighbors and others in the community	2	5	9	52	32
Sense of safety and security	2	1	3	31	63
Feeling of belonging in the community	3	4	11	49	34
Natural, scenic or recreational amenities	3	10	21	45	20
A shared community vision	3	8	24	45	21
Opportunities for personal growth	3	5	15	47	30
Quality of community services and facilities	2	3	9	48	38
New people and businesses	3	5	11	43	39

communities with populations ranging from 500 to 999.

Residents of the Panhandle are the regional group most likely to rate natural, scenic or recreational amenities as an important factor in contributing to their community's quality of life. Seventy-three percent of Panhandle residents rate this factor as important, compared to 59 percent of residents of the Southeast region. Residents of the Southeast region are the group *least* likely to rate a shared community vision as important.

Persons with higher household incomes are more likely than persons with lower incomes to rate your economic well-being; natural, scenic or recreational amenities; quality of community services and facilities; and new people and businesses as important factors in contributing to the quality of life in their community.

Younger persons are more likely than older persons to rate opportunities for personal growth as an important factor. Eighty-nine percent of persons age 19 to 29 rate opportunities for personal growth as important, compared to 68 percent of persons age 65 and older. Younger persons are also more likely than older persons to rate quality of community services and facilities and new people and businesses as important factors in contributing to their community's quality of life.

Females are more likely than males to rate interactions with your neighbors and others

in the community; feeling of belonging in the community; natural, scenic or recreational amenities; a shared community vision; opportunities for personal growth; quality of community services and facilities; and new people and businesses as important factors.

Persons with higher education levels are more likely than persons with less education to rate interactions with your neighbors and others in the community; feeling of belonging in the community; natural, scenic or recreational amenities; and quality of community services and facilities as important factors.

When comparing responses by marital status, the divorced or separated respondents are the group *least* likely to rate feeling of belonging in the community as an important factor. Widowed respondents are the group most likely to rate a shared community vision as important. Divorced/separated respondents are the marital group most likely to rate opportunities for personal growth as an important factor. Persons who have never married are the marital group *least* likely to rate new people and businesses as an important factor in contributing to the quality of life in their community.

Both persons with healthcare support or public safety occupations and persons with management, professional or education occupations are the occupation groups most likely to rate interactions with your neighbors and others in the community and feeling of belonging in the community as important factors. Persons with management, professional or education occupations are the group most likely to rate natural, scenic or recreational amenities as an important factor in contributing to their community's quality of life. Persons with food service or personal care occupations are the group most likely to rate opportunities for personal growth, quality of community services and facilities, and new people and businesses as important factors.

Newcomers are more likely than long-term residents to rate natural, scenic or recreational amenities as an important factor. Long-term residents are more likely than newcomers to rate new people and businesses as an important factor in contributing to their community's quality of life.

Conclusion

Rural Nebraskans are generally positive about their communities. The majority believe their community has either stayed the same or changed for the better during the past year. In addition, most characterize their communities as friendly, trusting and supportive. Many also say their community is very special to them and that they can be themselves in their community. One-half indicate it would be difficult for their household to move from their community. Furthermore, most rural Nebraskans are planning to stay in their community next year. Only five percent are planning to move and twelve percent are uncertain.

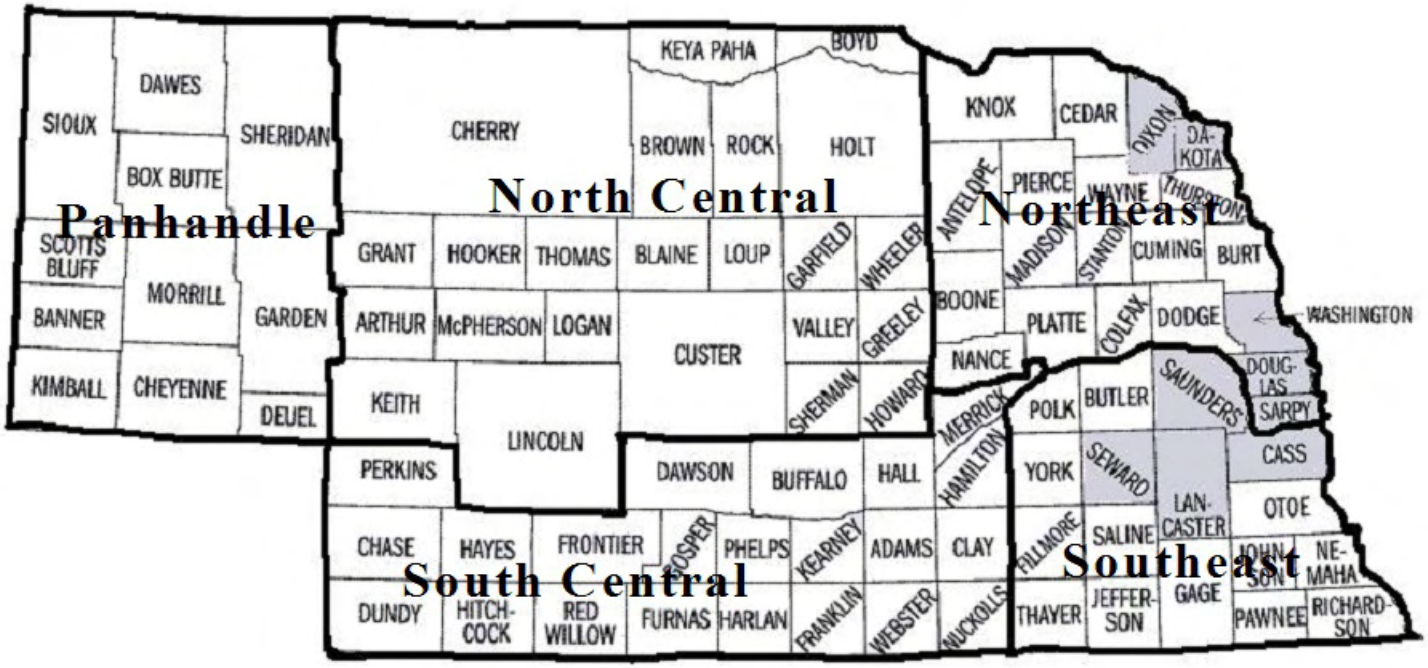
Many rural Nebraskans rate the quality of life in their community as very good or excellent. Almost one-half rate the quality of life as good.

Many differences are detected by community size. Residents of larger communities are

more likely than residents of smaller communities to think their community has changed for the better during the past year. However, residents of smaller communities are more likely than residents of larger communities to express positive sentiments about their community. The smaller community residents rate their communities higher on their social dimensions (as being friendly and trusting) and are more likely to have higher levels of attachment to their community. Thus, smaller communities have positive attributes that can be marketed to potential new residents.

Almost one-half of newcomers to rural communities say it would be easy to leave their community and 15 percent are actually planning to move in the next year. An additional 21 percent are uncertain about their plans to move in the next year. Thus, communities in rural Nebraska need to work to retain new residents.

Appendix Figure 1. Regions of Nebraska



Metropolitan counties (not surveyed)

Appendix Table 1. *Demographic Profile of Rural Poll Respondents[1] Compared to 2000 Census*

	2008 Poll	***2007 Poll***	***2006 Poll***	***2005 Poll***	***2004 Poll***	***2003 Poll***	***2000 Census***
Age : [2]							
20 - 39	32%	31%	33%	34%	34%	33%	33%
40 - 64	44%	44%	43%	42%	42%	43%	42%
65 and over	24%	25%	24%	24%	24%	24%	24%
Gender: [3]							
Female	56%	59%	30%	32%	33%	51%	51%
Male	44%	41%	70%	68%	67%	49%	49%
Education: [4]							
Less than 9th grade	2%	4%	2%	2%	2%	2%	7%
9th to 12th grade (no diploma)	3%	6%	4%	4%	4%	4%	10%
High school diploma (or equivalent)	26%	26%	28%	28%	31%	31%	35%
Some college, no degree	25%	23%	25%	24%	24%	24%	25%
Associate degree	12%	14%	13%	15%	14%	13%	7%
Bachelors degree	21%	18%	18%	17%	16%	18%	11%
Graduate or professional degree	10%	10%	10%	10%	8%	9%	4%
Household income: [5]							
Less than $10,000	7%	7%	6%	7%	9%	7%	10%
$10,000 - $19,999	10%	13%	12%	12%	14%	13%	16%
$20,000 - $29,999	14%	15%	14%	15%	16%	17%	17%
$30,000 - $39,999	14%	14%	15%	16%	16%	16%	15%
$40,000 - $49,999	13%	13%	16%	15%	13%	14%	12%
$50,000 - $59,999	11%	12%	12%	12%	12%	12%	10%
$60,000 - $74,999	13%	11%	12%	10%	11%	11%	9%
$75,000 or more	18%	16%	13%	14%	10%	11%	11%
Marital Status: [6]							
Married	70%	70%	70%	72%	69%	73%	61%
Never married	10%	10%	11%	10%	11%	9%	22%
Divorced/separated	11%	10%	9%	10%	10%	9%	9%
Widowed/widower	9%	10%	10%	8%	9%	9%	8%

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

[2] 2000 Census universe is non-metro population 20 years of age and over.

[3] 2000 Census universe is total non-metro population.

[4] 2000 Census universe is non-metro population 18 years of age and over.

[5] 2000 Census universe is all non-metro households.

[6] 2000 Census universe is non-metro population 15 years of age and over.

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

	Communities across the nation are undergoing change. When you think about this past year, would you say... My community has changed for the			
	Worse	*No Change*	*Better*	*Significance*
		Percentages		
Community Size		(n = 2275)		
Less than 500	25	52	23	
500 - 999	22	52	26	
1,000 - 4,999	20	51	29	χ^2 = 35.83*
5,000 - 9,999	25	52	23	(.000)
10,000 and up	21	43	36	
Region		(n = 2350)		
Panhandle	31	48	21	
North Central	19	48	34	
South Central	20	46	34	χ^2 = 41.39*
Northeast	20	50	30	(.000)
Southeast	26	52	22	
Income Level		(n = 2171)		
Under $20,000	27	47	26	
$20,000 - $39,999	26	51	23	χ^2 = 33.05*
$40,000 - $59,999	16	50	34	(.000)
$60,000 and over	20	47	32	
Age		(n = 2355)		
19 - 29	16	53	32	
30 - 39	17	55	27	
40 - 49	22	47	31	χ^2 = 33.50*
50 - 64	29	44	27	(.000)
65 and older	22	46	32	
Gender		(n = 2343)		
Male	21	49	29	χ^2 = 0.49
Female	22	48	30	(.783)
Marital Status		(n = 2343)		
Married	21	49	30	
Never married	20	50	29	
Divorced/separated	28	43	30	χ^2 = 7.37
Widowed	25	47	28	(.288)
Education		(n = 2332)		
H.S. diploma or less	26	49	26	
Some college	22	47	30	χ^2 = 16.05*
Bachelors or grad degree	18	49	33	(.003)

Appendix Table 2 continued.

	Communities across the nation are undergoing change. When you think about this past year, would you say... My community has changed for the			
	Worse	*No Change*	*Better*	*Significance*
Occupation		(n = 1654)		
Mgt, prof or education	17	49	34	
Sales or office support	22	43	35	
Constrn, inst or maint	22	47	31	
Prodn/trans/warehsing	22	55	23	
Agriculture	24	50	26	
Food serv/pers. care	23	54	23	χ^2 = 29.44*
Hlthcare supp/safety	27	50	23	(.009)
Other	32	46	22	
Yrs Lived in Community		(n = 2300)		
Five years or less	18	57	25	χ^2 = 11.81*
More than five years	22	47	31	(.003)

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

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

	My community is...				***My community is...***				***My community is...***			
	Unfriendly	*No opinion*	*Friendly*	*Chi-square (sig.)*	*Distrusting*	*No opinion*	*Trusting*	*Chi-square (sig.)*	*Hostile*	*No opinion*	*Supportive*	*Chi-square (sig.)*
						Percentages						
Community Size		(n = 2269)				(n = 2211)				(n = 2208)		
Less than 500	8	11	81		11	16	72		7	17	76	
500 - 999	9	13	78		15	23	62		12	18	70	
1,000 - 4,999	13	17	71	χ^2 =	19	23	58	χ^2 =	13	20	68	χ^2 =
5,000 - 9,999	8	19	73	24.31*	15	23	62	22.90*	11	17	72	29.15*
10,000 and up	11	19	70	(.002)	17	25	59	(.003)	13	25	62	(.000)
Region		(n = 2344)				(n = 2281)				(n = 2274)		
Panhandle	11	18	71		13	29	58		10	22	68	
North Central	8	15	77		17	20	64		12	17	72	
South Central	10	15	75	χ^2 =	16	20	64	χ^2 =	13	21	67	χ^2 =
Northeast	11	19	71	18.83*	14	25	61	25.83*	11	24	65	9.09
Southeast	15	19	66	(.016)	22	25	53	(.001)	12	22	66	(.334)
Individual Attributes												
Income Level		(n = 2174)				(n = 2124)				(n = 2118)		
Under $20,000	14	22	64		25	20	56		14	24	62	
$20,000 - $39,999	14	19	68	χ^2 =	16	25	59	χ^2 =	11	25	64	χ^2 =
$40,000 - $59,999	6	14	80	44.51*	13	21	66	26.40*	9	17	74	21.13*
$60,000 and over	10	13	77	(.000)	15	23	61	(.000)	12	19	69	(.002)
Age		(n = 2350)				(n = 2286)				(n = 2281)		
19 - 29	10	12	79		16	24	60		6	21	73	
30 - 39	10	19	71		16	22	62		15	20	65	
40 - 49	12	18	70	χ^2 =	21	22	57	χ^2 =	15	21	63	χ^2 =
50 - 64	12	19	69	21.17*	17	25	59	23.16*	13	25	62	39.43*
65 and older	9	16	76	(.007)	11	22	67	(.003)	9	18	73	(.000)
Gender		(n = 2340)		χ^2 =		(n = 2279)		χ^2 =		(n = 2271)		χ^2 =
Male	10	17	73	1.37	13	24	63	13.02*	10	22	68	4.47
Female	11	17	72	(.505)	19	23	59	(.001)	13	21	66	(.107)

Appendix Table 3 continued

	My community is...				***My community is...***				***My community is...***			
	Unfriendly	*No opinion*	*Friendly*	*Chi-square (sig.)*	*Distrusting*	*No opinion*	*Trusting*	*Chi-square (sig.)*	*Hostile*	*No opinion*	*Supportive*	*Chi-square (sig.)*
Marital Status		(n = 2341)				(n = 2279)				(n = 2271)		
Married	10	17	74		15	22	63		11	21	69	
Never married	8	19	74	χ^2 =	15	24	60	χ^2 =	11	21	68	χ^2 =
Divorced/separated	19	17	64	23.55*	25	27	48	24.61*	20	25	55	22.77*
Widowed	9	17	73	(.001)	12	25	63	(.000)	12	19	69	(.001)
Education		(n = 2333)				(n = 2270)				(n = 2266)		
H.S. diploma or less	11	20	69	χ^2 =	19	22	59	χ^2 =	13	22	65	χ^2 =
Some college	11	18	71	18.77*	15	25	60	7.85	10	24	65	16.32*
Bachelors degree	9	13	78	(.001)	15	22	64	(.097)	12	17	71	(.003)
Occupation		(n = 1665)				(n = 1649)				(n = 1643)		
Mgt, prof or education	9	12	80		13	22	65		11	16	73	
Sales or office support	12	18	70		25	19	57		20	21	59	
Constrn, inst or maint	13	14	73		17	27	56		10	20	71	
Prodn/trans/warehsing	10	22	68		13	26	62		11	25	63	
Agriculture	7	20	73	χ^2 =	15	22	63	χ^2 =	8	22	70	χ^2 =
Food serv/pers. care	12	24	64	37.70*	20	29	51	31.69*	7	36	57	53.78*
Hlthcare supp/safety	12	15	73	(.001)	24	21	55	(.004)	9	26	65	(.000)
Other	24	16	61		22	27	51		9	37	54	
Yrs Lived in Comm.		(n = 2299)		χ^2 =		(n = 2239)		χ^2 =		(n = 2236)		χ^2 =
Five years or less	16	12	72	16.16*	22	23	55	10.38*	14	21	66	1.34
More than five years	10	18	73	(.000)	15	23	62	(.006)	11	21	67	(.512)

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

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

Service/Amenity	***Dissatisfied****	***No opinion***	***Satisfied****
		Percentages	
Entertainment	54	20	26
Retail shopping	51	10	39
Restaurants	46	9	45
Streets and roads	46	5	49
Arts/cultural activities	40	35	25
Local government	36	26	38
Public transportation services	33	50	17
Community recycling	29	23	48
Cellular phone service	28	14	58
Housing	24	17	59
Law enforcement	23	15	62
Medical care services	21	13	66
Internet service	21	23	57
Mental health services	19	59	23
Day care services	15	57	28
Education (K - 12)	13	17	70
Parks and recreation	13	12	75
Nursing home care	12	41	47
Sewage/waste disposal	12	21	67
Head start programs	9	65	26
Senior centers	8	45	47
Library services	8	17	75
Religious organizations	6	21	73
Fire protection	4	10	86

* Dissatisfied represents the combined percentage of “very dissatisfied” or “somewhat dissatisfied” responses. Similarly, satisfied is the combination of “very satisfied” and “somewhat satisfied” responses.

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

	Entertainment			***Retail shopping***			***Streets and roads***			***Restaurants***		
	Dissatisfied	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*
						Percentages						
Community Size		(n = 2304)			(n = 2313)			(n = 2321)			(n = 2320)	
Less than 1,000	47	31	22	47	21	32	46	4	50	43	12	45
1,000 - 9,999	58	18	24	55	10	35	47	5	49	51	8	41
10,000 and over	56	15	30	49	4	47	46	6	48	44	7	50
Chi-square (sig.)		χ^2 = 60.00* (.000)			χ^2 = 114.4* (.000)			χ^2 = 1.76 (.780)			χ^2 = 28.41* (.000)	
Region		(n = 2379)			(n = 2390)			(n = 2396)			(n = 2399)	
Panhandle	53	19	28	51	12	37	49	6	46	47	9	44
North Central	56	22	22	52	11	37	47	4	49	42	10	48
South Central	49	20	31	45	11	45	40	5	55	43	9	48
Northeast	58	19	24	55	9	36	49	6	45	48	7	44
Southeast	59	22	19	55	10	35	48	4	47	53	10	37
Chi-square (sig.)		χ^2 = 25.69* (.001)			χ^2 = 20.01* (.010)			χ^2 = 15.97* (.043)			χ^2 = 18.86* (.016)	
Income Level		(n = 2208)			(n = 2209)			(n = 2213)			(n = 2215)	
Under $20,000	49	23	28	47	10	43	52	7	41	40	13	48
$20,000 - $39,999	53	24	24	51	11	39	43	5	52	48	7	45
$40,000 - $59,999	55	21	24	48	11	41	47	5	48	43	10	47
$60,000 and over	62	13	26	58	9	33	46	4	51	54	7	40
Chi-square (sig.)		χ^2 = 33.69* (.000)			χ^2 = 17.30* (.008)			χ^2 = 17.65* (.007)			χ^2 = 29.48* (.000)	
Age		(n = 2384)			(n = 2393)			(n = 2401)			(n = 2402)	
19 - 29	72	11	17	64	9	27	50	3	47	58	5	38
30 - 39	64	14	22	54	11	35	50	7	44	53	9	38
40 - 49	60	16	24	51	11	38	48	4	47	51	8	41
50 - 64	53	21	26	53	10	36	47	6	47	47	10	43
65 and over	29	35	36	37	11	52	38	5	57	29	12	59
Chi-square (sig.)		χ^2 = 225.4* (.000)			χ^2 = 79.19* (.000)			χ^2 = 30.29* (.000)			χ^2 = 105.7* (.000)	
Education		(n = 2363)			(n = 2373)			(n = 2383)			(n = 2383)	
High school or less	46	29	25	44	13	43	48	6	46	39	11	51
Some college	57	19	24	54	11	35	49	5	46	51	9	40
College grad	60	13	27	55	6	38	41	4	55	49	7	44
Chi-square (sig.)		χ^2 = 69.45* (.000)			χ^2 = 37.53* (.000)			χ^2 = 20.64* (.000)			χ^2 = 29.81* (.000)	
Occupation		(n = 1681)			(n = 1684)			(n = 1684)			(n = 1687)	
Mgt, prof, education	64	13	23	56	8	37	43	3	54	56	6	39
Sales/office support	62	14	23	57	7	36	51	5	44	51	3	47
Const, inst or maint	53	26	21	53	10	37	53	6	40	43	14	43
Prodn/trans/warehs	56	19	25	52	14	33	55	3	43	51	15	34
Agriculture	41	31	28	38	20	42	45	5	50	35	11	54
Food serv/pers. care	71	17	12	68	9	23	57	7	36	48	6	47
Hlthcare supp/safety	73	8	19	63	5	33	53	5	42	65	5	30
Other	45	29	26	43	16	41	30	5	65	37	21	42
Chi-square (sig.)		χ^2 = 86.74* (.000)			χ^2 = 68.48* (.000)			χ^2 = 34.45* (.002)			χ^2 = 90.29* (.000)	

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

Appendix Table 5 continued.

	Arts/cultural activities			***Local government***			***Public transportation***			***Community recycling***		
	Dissatisfied	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*
						Percentages						
Community Size		(n = 2295)			(n = 2319)			(n = 2303)			(n = 2305)	
Less than 1,000	41	44	15	31	27	42	28	62	11	25	32	43
1,000 - 9,999	41	34	25	37	26	37	30	52	18	29	20	51
10,000 and over	40	29	32	38	24	38	39	40	20	31	21	48
Chi-square (sig.)		χ^2 = 57.72* (.000)			χ^2 = 7.45 (.114)			χ^2 = 67.22* (.000)			χ^2 = 32.02* (.000)	
Region		(n = 2370)			(n = 2393)			(n = 2379)			(n = 2381)	
Panhandle	34	34	32	38	25	38	39	46	15	31	28	41
North Central	44	36	20	35	30	35	29	49	22	31	21	48
South Central	36	34	30	34	24	42	31	48	20	23	22	56
Northeast	44	35	21	36	26	39	32	54	14	34	23	43
Southeast	44	36	20	40	26	34	34	53	13	28	24	48
Chi-square (sig.)		χ^2 = 33.98* (.000)			χ^2 = 13.21 (.105)			χ^2 = 26.74* (.001)			χ^2 = 35.48* (.000)	
Income Level		(n = 2196)			(n = 2218)			(n = 2200)			(n = 2205)	
Under $20,000	37	39	25	37	23	40	37	37	26	25	23	52
$20,000 - $39,999	43	37	20	36	30	35	30	52	17	29	23	48
$40,000 - $59,999	37	36	28	33	28	39	34	51	15	34	20	47
$60,000 and over	46	28	26	39	21	40	34	53	13	32	23	45
Chi-square (sig.)		χ^2 = 29.38* (.000)			χ^2 = 17.63* (.007)			χ^2 = 44.54* (.000)			χ^2 = 11.06 (.087)	
Age		(n = 2377)			(n = 2396)			(n = 2383)			(n = 2386)	
19 - 29	53	29	18	32	41	27	38	52	11	39	23	39
30 - 39	52	31	18	37	31	33	30	57	13	33	30	37
40 - 49	43	35	22	41	24	36	32	54	14	28	22	51
50 - 64	41	33	26	42	19	39	38	46	16	29	23	49
65 and over	21	44	36	28	19	53	26	45	29	20	20	60
Chi-square (sig.)		χ^2 = 142.5* (.000)			χ^2 = 134.0* (.000)			χ^2 = 83.44* (.000)			χ^2 = 74.90* (.000)	
Education		(n = 2356)			(n = 2378)			(n = 2365)			(n = 2368)	
High school or less	31	47	22	36	26	38	26	51	23	21	23	56
Some college	45	35	20	38	27	36	33	52	16	30	27	43
College grad	45	23	32	34	24	42	38	49	12	36	18	46
Chi-square (sig.)		χ^2 = 116.7* (.000)			χ^2 = 7.42 (.115)			χ^2 = 44.50* (.000)			χ^2 = 60.79* (.000)	
Occupation		(n = 1679)			(n = 1686)			(n = 1676)			(n = 1673)	
Mgt, prof, education	48	26	26	35	23	42	41	50	10	40	15	46
Sales/office support	45	32	23	38	31	31	33	48	19	28	27	46
Const, inst or maint	42	40	19	43	24	33	30	58	12	25	35	41
Prodn/trans/warehs	39	39	21	44	23	33	29	56	14	28	27	46
Agriculture	29	54	18	33	34	34	21	65	14	20	26	54
Food serv/pers. care	54	29	17	42	36	22	42	48	11	38	23	40
Hlthcare supp/safety	54	22	24	43	26	31	47	40	13	34	28	38
Other	37	47	16	51	16	32	38	46	16	27	14	60
Chi-square (sig.)		χ^2 = 84.99* (.000)			χ^2 = 41.22* (.000)			χ^2 = 57.90* (.000)			χ^2 = 66.87* (.000)	

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

Appendix Table 5 continued.

	Cellular phone service			Housing		
	Dissatisfied	*No opinion*	*Satisfied*	*Dissatisfied*	*No opinion*	*Satisfied*
			Percentages			
Community Size		(n = 2300)			(n = 2314)	
Less than 1,000	41	10	49	24	22	54
1,000 - 9,999	27	14	59	24	19	57
10,000 and over	21	16	63	24	12	64
Chi-square (sig.)		χ^2 = 71.46* (.000)			χ^2 = 32.14* (.000)	
Region		(n = 2373)			(n = 2388)	
Panhandle	34	14	52	30	16	53
North Central	28	12	60	25	16	59
South Central	22	15	63	22	18	60
Northeast	28	15	57	23	17	60
Southeast	34	15	51	24	19	58
Chi-square (sig.)		χ^2 = 26.02* (.001)			χ^2 = 9.59 (.295)	
Income Level		(n = 2199)			(n = 2210)	
Under $20,000	27	22	51	27	21	52
$20,000 - $39,999	28	17	55	21	22	57
$40,000 - $59,999	28	13	59	21	17	62
$60,000 and over	30	8	63	27	11	62
Chi-square (sig.)		χ^2 = 48.40* (.000)			χ^2 = 39.82* (.000)	
Age		(n = 2379)			(n = 2392)	
19 - 29	31	11	58	28	14	58
30 - 39	31	11	58	27	17	57
40 - 49	31	10	59	27	18	55
50 - 64	30	12	58	25	19	57
65 and over	19	26	55	15	19	67
Chi-square (sig.)		χ^2 = 86.31* (.000)			χ^2 = 36.96* (.000)	
Education		(n = 2359)			(n = 2372)	
High school or less	28	18	54	21	21	57
Some college	27	13	60	25	20	56
College grad	30	11	58	26	11	64
Chi-square (sig.)		χ^2 = 16.81* (.002)			χ^2 = 38.37* (.000)	
Occupation		(n = 1683)			(n = 1675)	
Mgt, prof, education	26	9	65	28	9	64
Sales/office support	28	9	64	25	14	62
Const, inst or maint	31	12	56	32	19	49
Prodn/trans/warehs	31	13	56	30	17	53
Agriculture	36	11	54	15	32	54
Food serv/pers. care	32	17	50	31	27	42
Hlthcare supp/safety	41	6	53	29	15	57
Other	30	38	32	22	22	57
Chi-square (sig.)		χ^2 = 61.40* (.000)			χ^2 = 96.06* (.000)	

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

Appendix Table 6. *Feelings About Community by Region, Community Size and Individual Attributes*

	My community is very special to me.				***No other place can compare to my community.***			
	Disagree	*Neither*	*Agree*	*Chi-square (sig.)*	*Disagree*	*Neither*	*Agree*	*Chi-square (sig.)*
				Percentages				
Community Size		(n = 2388)				(n = 2372)		
Less than 500	5	19	76		27	29	44	
500 - 999	9	17	74		29	30	41	
1,000 - 4,999	8	23	69		34	32	34	
5,000 - 9,999	12	24	64	χ^2 = 31.4*	42	27	31	χ^2 = 55.3*
10,000 and up	12	25	63	(.000)	43	31	26	(.000)
Region		(n = 2421)				(n = 2404)		
Panhandle	12	24	64		40	29	31	
North Central	9	25	65		40	26	34	
South Central	10	23	67		34	32	34	
Northeast	9	21	71	χ^2 = 6.15	36	33	32	χ^2 = 8.40
Southeast	9	23	68	(.631)	35	31	34	(.396)
Income Level		(n = 2240)				(n = 2231)		
Under $20,000	12	20	68		32	26	42	
$20,000 - $39,999	11	24	65		36	33	31	
$40,000 - $59,999	7	22	71	χ^2 = 10.41	37	33	31	χ^2 = 23.46*
$60,000 and over	10	24	66	(.109)	41	30	30	(.001)
Age		(n = 2428)				(n = 2410)		
19 - 29	11	28	60		45	23	32	
30 - 39	13	22	66		36	36	28	
40 - 49	11	26	64		41	32	27	
50 - 64	10	25	65	χ^2 = 55.1*	38	33	30	χ^2 = 88.66*
65 and older	5	16	79	(.000)	24	30	46	(.000)
Gender		(n = 2417)				(n = 2400)		
Male	8	24	69	χ^2 = 8.37*	35	31	33	χ^2 = 0.87
Female	11	23	66	(.015)	37	30	33	(.647)
Marital Status		(n = 2415)				(n = 2400)		
Married	10	23	67		37	31	32	
Never married	9	20	70		36	26	39	
Divorced/separated	12	30	57	χ^2 = 23.7*	44	30	26	χ^2 = 29.54*
Widowed	7	16	78	(.001)	24	32	44	(.000)
Education		(n = 2407)				(n = 2390)		
H.S. diploma or less	9	23	69		31	31	38	
Some college	11	23	66	χ^2 = 2.15	36	32	33	χ^2 = 22.34*
Bachelors degree	9	23	68	(.707)	42	29	29	(.000)
Occupation		(n = 1706)				(n = 1704)		
Mgt, prof, education	9	20	71		41	30	30	
Sales/office support	11	24	65		46	28	26	
Const, inst or maint	10	32	59		47	26	28	
Prodn/trans/warehs	10	33	57		31	46	23	
Agriculture	5	21	74		28	33	39	
Food serv/pers. care	8	31	61		45	26	30	
Hlthcare supp/safety	17	25	58	χ^2 = 47.2*	43	32	26	χ^2 = 46.99*
Other	18	32	50	(.000)	38	32	30	(.000)
Yrs Lived in Comm.		(n = 2297)				(n = 2283)		
Five years or less	19	29	53	χ^2 = 48.1*	48	29	23	χ^2 = 26.09*
More than five years	8	23	69	(.000)	35	31	34	(.000)

Appendix Table 6 continued.

	I feel I can really be myself in my community.				*My community is my favorite place to be.*			
	Disagree	*Neither*	*Agree*	*Chi-square (sig.)*	*Disagree*	*Neither*	*Agree*	*Chi-square (sig.)*
				Percentages				
Community Size		(n = 2330)				(n = 2344)		
Less than 500	14	13	73		20	28	52	
500 - 999	14	13	73		24	25	51	
1,000 - 4,999	18	19	63		28	30	42	
5,000 - 9,999	21	20	59	χ^2 = 41.3*	34	27	39	χ^2 = 40.03*
10,000 and up	21	23	57	(.000)	32	31	37	(.000)
Region		(n = 2360)				(n = 2369)		
Panhandle	19	20	61		33	24	43	
North Central	20	18	61		35	26	39	
South Central	20	18	62		27	29	44	
Northeast	14	22	64	χ^2 = 13.00	25	34	41	χ^2 = 20.19*
Southeast	18	16	66	(.112)	28	29	43	(.010)
Income Level		(n = 2188)				(n = 2201)		
Under $20,000	21	19	60		28	25	47	
$20,000 - $39,999	23	18	58		29	30	42	
$40,000 - $59,999	14	20	66	χ^2 = 19.3*	26	30	44	χ^2 = 16.15*
$60,000 and over	16	19	65	(.004)	33	31	37	(.013)
Age		(n = 2364)				(n = 2377)		
19 - 29	22	16	62		37	28	35	
30 - 39	24	17	60		34	37	29	
40 - 49	23	21	56		32	33	35	
50 - 64	17	23	61	χ^2 = 73.3*	31	28	42	χ^2 = 167.9*
65 and older	8	16	75	(.000)	13	23	64	(.000)
Gender		(n = 2354)				(n = 2369)		
Male	16	19	65	χ^2 = 5.31	25	31	44	χ^2 = 13.32*
Female	20	19	62	(.070)	32	28	41	(.001)
Marital Status		(n = 2355)				(n = 2368)		
Married	17	19	65		29	29	42	
Never married	20	20	60		26	32	42	
Divorced/separated	33	18	49	χ^2 = 53.5*	41	31	28	χ^2 = 66.49*
Widowed	9	18	72	(.000)	15	22	63	(.000)
Education		(n = 2347)				(n = 2361)		
H.S. diploma or less	17	17	67		23	27	50	
Some college	20	20	60	χ^2 = 9.57*	31	30	39	χ^2 = 27.24*
Bachelors degree	17	20	64	(.048)	31	31	38	(.000)
Occupation		(n = 1685)				(n = 1691)		
Mgt, prof, education	19	17	64		28	34	39	
Sales/office support	20	23	58		39	26	35	
Const, inst or maint	23	19	58		38	33	29	
Prodn/trans/warehs	19	22	59		34	36	30	
Agriculture	17	17	66		18	30	52	
Food serv/pers. care	26	26	49		39	26	35	
Hlthcare supp/safety	22	24	55	χ^2 = 22.71	39	33	28	χ^2 = 58.77*
Other	32	16	51	(.065)	39	31	31	(.000)
Yrs Lived in Comm.		(n = 2247)				(n = 2253)		
Five years or less	22	21	57	χ^2 = 5.49	41	36	24	χ^2 = 52.51*
More than five years	18	19	64	(.064)	27	28	45	(.000)

	I really miss my community when I am away too long.			
	Disagree	*Neither*	*Agree*	*Chi-square (sig.)*
			Percentages	
Community Size		(n = 2366)		
Less than 500	18	28	54	
500 - 999	22	24	54	
1,000 - 4,999	27	27	46	
5,000 - 9,999	34	26	40	χ^2 = 42.42*
10,000 and up	30	30	40	(.000)
Region		(n = 2399)		
Panhandle	28	27	45	
North Central	31	27	42	
South Central	27	30	44	
Northeast	26	29	45	χ^2 = 8.96
Southeast	25	25	50	(.346)
Income Level		(n = 2225)		
Under $20,000	24	23	53	
$20,000 - $39,999	28	30	43	
$40,000 - $59,999	24	29	47	χ^2 = 23.44*
$60,000 and over	33	27	41	(.001)
Age		(n = 2407)		
19 - 29	33	25	42	
30 - 39	38	27	35	
40 - 49	29	33	38	
50 - 64	28	29	43	χ^2 = 126.1*
65 and older	12	25	62	(.000)
Gender		(n = 2394)		
Male	23	31	46	χ^2 = 19.38*
Female	30	25	44	(.000)
Marital Status		(n = 2395)		
Married	29	27	44	
Never married	23	31	46	
Divorced/separated	32	31	37	χ^2 = 40.00*
Widowed	13	27	60	(.000)
Education		(n = 2386)		
H.S. diploma or less	23	27	50	
Some college	27	30	43	χ^2 = 23.89*
Bachelors degree	32	25	42	(.000)
Occupation		(n = 1699)		
Mgt, prof, education	30	28	43	
Sales/office support	31	27	42	
Const, inst or maint	32	37	30	
Prodn/trans/warehs	30	33	38	
Agriculture	17	31	52	
Food serv/pers. care	40	22	38	
Hlthcare supp/safety	37	32	31	χ^2 = 48.69*
Other	32	37	32	(.000)
Yrs Lived in Comm.		(n = 2280)		
Five years or less	44	27	30	χ^2 = 57.24*
More than five years	25	28	47	(.000)

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

Appendix Table 7. *Opinions About Leaving Community by Community Size, Region and Individual Attributes*

	Assume you were to have a discussion in your household about leaving your community for a reasonably good opportunity elsewhere. How easy or difficult would it be for your household to leave your community?			
	Easy	*Neutral*	*Difficult*	*Chi-square (sig.)*
		Percentages		
Community Size		(n = 2385)		
Less than 500	25	17	58	
500 - 999	24	21	56	
1,000 - 4,999	33	18	49	
5,000 - 9,999	38	17	45	χ^2 = 33.27*
10,000 and up	38	16	47	(.000)
Region		(n = 2419)		
Panhandle	36	20	44	
North Central	41	15	45	
South Central	32	17	51	
Northeast	30	17	53	χ^2 = 18.76*
Southeast	31	17	51	(.016)
Income Level		(n = 2236)		
Under $20,000	33	16	52	
$20,000 - $39,999	32	20	48	
$40,000 - $59,999	33	17	51	χ^2 = 9.57
$60,000 and over	37	15	48	(.144)
Age		(n = 2424)		
19 - 29	45	11	43	
30 - 39	34	20	46	
40 - 49	32	18	50	
50 - 64	35	21	44	χ^2 = 79.24*
65 and older	22	16	62	(.000)
Gender		(n = 2413)		
Male	30	18	53	χ^2 = 10.06*
Female	36	17	47	(.007)
Marital Status		(n = 2412)		
Married	33	18	49	
Never married	28	13	59	
Divorced/separated	47	20	34	χ^2 = 54.53*
Widowed	23	14	63	(.000)
Education		(n = 2402)		
H.S. diploma or less	28	18	55	
Some college	36	17	48	χ^2 = 13.78*
Bachelors degree	35	17	48	(.008)
Occupation		(n = 1707)		
Mgt, prof, education	34	14	52	
Sales/office support	35	22	43	
Const, inst or maint	44	19	37	
Prodn/trans/warehs	38	20	42	
Agriculture	19	19	63	
Food serv/pers. care	49	9	42	
Hlthcare supp/safety	46	23	31	χ^2 = 82.16*
Other	41	8	51	(.000)
Yrs Lived in Comm.		(n = 2291)		
Five years or less	49	15	36	χ^2 = 43.29*
More than five years	31	17	52	(.000)

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

Appendix Table 8. *Plans to Leave Community by Community Size, Region and Individual Attributes*

	Do you plan to leave your community in the next year?				***If yes, where do you plan to move?***			
	Yes	*No*	*Uncertain*	*Chi-square (sig.)*	*Lincoln/Omaha metro areas*	*Some other place in NE*	*Some place other than Nebraska*	*Chi-square (sig.)*
					Percentages			
Community Size		(n = 2387)				(n = 113)		
Less than 500	2	87	10		0**	25**	75**	
500 - 999	4	82	14		11**	56**	33**	
1,000 - 4,999	5	86	9		24	36	39	
5,000 - 9,999	9	76	16	χ^2 = 29.78*	27	15	58	χ^2 = 9.80
10,000 and up	5	81	14	(.000)	24	27	49	(.279)
Region		(n = 2423)				(n = 115)		
Panhandle	7	81	13		6	11	83	
North Central	4	80	16		31	63	6	
South Central	5	83	12		9	27	65	
Northeast	4	85	12	χ^2 = 12.44	50	27	23	χ^2 = 36.92*
Southeast	7	83	11	(.133)	20	28	52	(.000)
Income Level		(n = 2240)				(n = 112)		
Under $20,000	7	76	17		20	16	64	
$20,000 - $39,999	3	80	17		19	44	38	
$40,000 - $59,999	5	86	10	χ^2 = 49.71*	31	39	31	χ^2 = 9.93
$60,000 and over	7	85	8	(.000)	18	22	60	(.128)
Age		(n = 2427)				(n = 114)		
19 - 29	10	70	20		27	27	46	
30 - 39	6	79	15		15	50	35	
40 - 49	4	87	9		24	19	57	
50 - 64	3	85	12	χ^2 = 84.50*	24	18	59	χ^2 = 10.68
65 and older	2	89	8	(.000)	0	33	67	(.220)
Gender		(n = 2416)				(n = 116)		
Male	5	84	12	χ^2 = 0.83	18	28	55	χ^2 = 1.37
Female	5	82	13	(.661)	25	31	45	(.505)
Marital Status		(n = 2417)				(n = 114)		
Married	5	85	10		18	28	54	
Never married	3	81	17		71**	14**	14**	
Divorced/separated	8	69	23	χ^2 = 52.90*	16	37	47	χ^2 = 12.31
Widowed	3	85	12	(.000)	20**	20**	60**	(.055)
Education		(n = 2405)				(n = 113)		
H.S. diploma or less	4	84	12		10	17	72	
Some college	4	82	14	χ^2 = 7.27	8	45	48	χ^2 = 21.43*
Bachelors degree	6	82	11	(.122)	39	23	39	(.000)

Appendix Table 8 continued.

	Do you plan to leave your community in the next year?				*If yes, where do you plan to move?*			
	Yes	*No*	*Uncertain*	*Chi-square (sig.)*	*Lincoln/Omaha metro areas*	*Some other place in NE*	*Some place other than Nebraska*	*Chi-square (sig.)*
Occupation		(n = 1708)				(n = 95)		
Mgt, prof, education	6	82	12		29	39	32	
Sales/office support	3	88	9		50	0	50	
Const, inst or maint	7	78	15		10	80	10	
Prodn/trans/warehs	4	77	19		13**	13**	75**	
Agriculture	2	92	7		20**	20**	60**	
Food serv/pers. care	11	68	22		31	46	23	
Hlthcare supp/safety	11	72	17	χ^2 = 62.47*	6	6	88	χ^2 = 41.40*
Other	3	87	11	(.000)	100**	0**	0**	(.000)
Yrs Lived in Comm.		(n = 2296)				(n = 115)		
Five years or less	15	64	21	χ^2 = 109.9*	26	30	44	χ^2 = 1.67
More than five years	4	86	11	(.000)	17	29	54	(.433)

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

** Note: Row percentages are calculated using a row total that contains less than 10 respondents.

Appendix Table 9. *Perceptions of Primary Community in Relation to Community Size, Region and Individual Attributes.*

	People may have different ideas about the term/concept of community. What do you consider to be your primary community?							
	Immediate neighborhood where you live	*City or town where you live*	*County where you live*	*A group or network of people located where you live*	*A group or network of people located in other places*	*Some other place where you previously lived*	*Other*	*Significance*
				Percentages				
Community Size				(n = 2213)				
Less than 500	15	53	22	7	1	2	1	
500 - 999	6	65	19	9	0*	0	0*	
1,000 - 4,999	7	70	15	7	0*	1	1	
5,000 - 9,999	7	71	13	7	2	0*	1	χ^2 = 83.13*
10,000 and up	8	73	10	6	1	1	1	(.000)
Region				(n = 2287)				
Panhandle	8	63	19	5	2	1	2	
North Central	7	68	16	7	1	0*	2	
South Central	8	68	15	7	1	1	0*	
Northeast	9	73	9	6	0*	1	1	χ^2 = 45.49*
Southeast	9	63	16	9	0	1	2	(.005)
Individual Attributes:								
Household Income				(n = 2126)				
Under $20,000	15	62	15	6	0*	1	1	
$20,000 - $39,999	9	67	16	5	1	2	2	
$40,000 - $59,999	7	69	15	8	0*	0	1	χ^2 = 63.94*
$60,000 and over	6	73	12	7	2	0*	1	(.000)
Age				(n = 2290)				
19 - 29	7	75	8	6	1	1	1	
30 - 39	11	71	9	7	0*	0*	2	
40 - 49	5	71	15	7	1	1	0*	
50 - 64	6	68	18	6	1	0*	1	χ^2 = 93.53*
65 and older	14	57	19	7	1	1	1	(.000)

Appendix Table 9 Continued.

	People may have different ideas about the term/concept of community. What do you consider to be your primary community?							
	Immediate neighborhood where you live	*City or town where you live*	*County where you live*	*A group or network of people located where you live*	*A group or network of people located in other places*	*Some other place where you previously lived*	*Other*	*Significance*
Gender				(n = 2285)				
Male	9	65	17	7	1	1	1	χ^2 = 10.63
Female	8	70	13	6	1	1	1	(.101)
Education				(n = 2276)				
H. S. diploma or less	13	65	16	4	0*	1	0*	
Some college	7	69	15	7	0*	1	1	χ^2 = 71.22*
Bachelors/grad degree	6	70	11	9	2	0	2	(.000)
Marital Status				(n = 2286)				
Married	8	68	15	7	1	1	1	
Never married	10	73	11	4	0	0	2	
Divorced/separated	9	68	14	7	1	2	0*	χ^2 = 27.52
Widowed	14	60	17	7	1	1	1	(.070)
Occupation				(n = 1625)				
Mgt, prof, education	6	72	12	9	0*	0	1	
Sales/office support	10	74	10	5	0	1	0*	
Const, inst or maint	9	70	15	4	0	1	2	
Prodn/trans/warehs	7	74	12	5	1	1	1	
Agriculture	6	65	20	7	1	0	0*	
Food serv/pers. care	9	68	14	6	1	1	2	
Hlthcare supp/safety	9	65	15	7	5	0	0	χ^2 = 85.95*
Other	14	63	14	6	0	3	0	(.000)

* Chi-square values are statistically significant at the .05 level.
0* = Less than 1 percent.

Appendix Table 10. *Ratings of Community Quality of Life by Community Size, Region and Various Individual Attributes.*

	Poor	*Fair*	*Good*	*Very Good*	*Excellent*	*Significance*
			Percentages			
Community Size			(n = 2256)			
Less than 500	3	17	46	29	5	
500 - 999	2	16	44	34	4	
1,000 - 4,999	2	16	46	32	5	
5,000 - 9,999	2	14	45	37	3	χ^2 = 10.55
10,000 and up	2	14	47	33	4	(.837)
Region			(n = 2335)			
Panhandle	2	19	47	29	2	
North Central	3	19	42	33	4	
South Central	1	13	46	34	6	
Northeast	1	13	48	34	3	χ^2 = 34.92*
Southeast	3	18	45	30	4	(.004)
Individual Attributes:						
Household Income Level			(n = 2158)			
Under $20,000	4	23	44	26	3	
$20,000 - $39,999	2	19	46	30	3	
$40,000 - $59,999	1	10	50	34	6	χ^2 = 69.43*
$60,000 and over	1	13	44	37	5	(.000)
Age			(n = 2342)			
19 - 29	2	14	54	29	1	
30 - 39	3	18	45	30	5	
40 - 49	2	16	45	33	4	
50 - 64	3	19	45	30	4	χ^2 = 44.07*
65 and older	1	11	43	39	6	(.000)
Gender			(n = 2330)			
Male	2	15	43	36	5	χ^2 = 10.63*
Female	2	16	48	30	4	(.031)
Education			(n = 2321)			
H.S. diploma or less	3	16	49	27	4	
Some college	2	18	46	31	4	χ^2 = 44.88*
Bachelors or grad degree	1	12	43	40	5	(.000)
Marital Status			(n = 2332)			
Married	2	14	46	34	5	
Never married	0*	20	46	30	4	
Divorced/separated	5	25	45	24	1	χ^2 = 52.96*
Widowed	1	12	46	36	4	(.000)
Occupation			(n = 1638)			
Mgt, prof, education	1	13	45	38	5	
Sales/office support	0*	17	46	33	4	
Const, inst or maint	6	21	49	23	2	
Prodn/trans/warehs	2	20	50	26	2	
Agriculture	2	11	42	41	5	
Food serv/pers. care	3	23	51	23	1	
Hlthcare supp/safety	1	19	53	26	2	χ^2 = 110.6*
Other	14	17	44	14	11	(.000)
Years Lived in Community			(n = 2212)			
Five years or less	3	23	44	26	4	χ^2 = 17.16*
More than five years	2	15	46	34	4	(.002)

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

0* = Less than 1 percent.

Appendix Table 11. *Importance of Factors in Contributing to Community's Quality of Life By Community Size, Region and Individual Attributes.*

	Your economic well-being				***Interactions with your neighbors and others in the community***			
	Unimportant	*Neither*	*Important*	*Significance*	*Unimportant*	*Neither*	*Important*	*Significance*
				Percentages				
Community Size		(n = 2224)				(n = 2241)		
Less than 500	5	13	82		5	8	87	
500 - 999	10	7	83		5	8	86	
1,000 - 4,999	8	8	84		10	8	82	
5,000 - 9,999	6	13	82	χ^2 = 36.06*	5	8	87	χ^2 = 15.46
10,000 and up	5	6	90	(.000)	8	10	83	(.051)
Region		(n = 2304)				(n = 2321)		
Panhandle	5	8	88		5	9	86	
North Central	6	9	85		5	9	86	
South Central	5	10	85		8	9	82	
Northeast	7	8	86	χ^2 = 18.44*	6	9	85	χ^2 = 12.99
Southeast	11	8	81	(.018)	11	8	82	(.112)
Individual Attributes:								
Household Income Level		(n = 2137)				(n = 2150)		
Under $20,000	9	12	79		10	9	81	
$20,000 - $39,999	7	8	85		7	10	83	
$40,000 - $59,999	4	9	88	χ^2 = 19.60*	6	8	87	χ^2 = 9.51
$60,000 and over	7	8	86	(.003)	7	9	84	(.147)
Age		(n = 2306)				(n = 2325)		
19 - 29	5	8	87		5	6	89	
30 - 39	5	13	83		7	12	81	
40 - 49	5	8	87		7	9	84	
50 - 64	7	8	85	χ^2 = 18.91*	8	10	82	χ^2 = 14.87
65 and older	9	8	84	(.015)	8	8	84	(.062)
Gender		(n = 2297)				(n = 2313)		
Male	7	9	84	χ^2 = 1.98	8	12	80	χ^2 = 22.37*
Female	6	9	86	(.372)	7	7	86	(.000)
Education		(n = 2287)				(n = 2305)		
High school diploma or less	7	10	83		10	11	80	
Some college	7	9	84	χ^2 = 6.60	6	10	84	χ^2 = 18.83*
Bachelors or grad degree	6	7	88	(.159)	6	6	88	(.001)
Marital Status		(n = 2299)				(n = 2315)		
Married	6	9	86		6	9	85	
Never married	6	11	83		9	9	82	
Divorced/separated	9	8	82	χ^2 = 8.63	12	9	80	χ^2 = 10.36
Widowed	9	8	83	(.196)	8	10	82	(.110)
Occupation		(n = 1635)				(n = 1639)		
Mgt, prof, education	4	6	90		6	6	89	
Sales/office support	7	7	86		7	8	85	
Const, inst or maint	10	9	81		10	11	79	
Prodn/trans/warehs	7	10	83		12	12	76	
Agriculture	7	10	84		6	10	84	
Food serv/pers. care	8	11	81		5	9	87	
Hlthcare supp/safety	4	8	88	χ^2 = 21.09	3	6	91	χ^2 = 30.77*
Other	5	16	78	(.099)	11	14	75	(.006)
Years Lived in Community		(n = 2179)				(n = 2196)		
Five years or less	7	9	85	χ^2 = 0.00	6	7	87	χ^2 = 3.43
More than five years	6	9	85	(.998)	7	9	83	(.180)

Appendix Table 11 Continued.

	Sense of safety and security				*Feeling of belonging in the community*			
	Unimportant	*Neither*	*Important*	*Significance*	*Unimportant*	*Neither*	*Important*	*Significance*
				Percentages				
Community Size		(n = 2247)				(n = 2234)		
Less than 500	2	6	92		5	10	85	
500 - 999	4	3	93		6	5	89	
1,000 - 4,999	5	3	92		9	11	80	
5,000 - 9,999	3	2	95	χ^2 = 14.41	8	11	82	χ^2 = 20.89*
10,000 and up	3	3	94	(.072)	5	13	82	(.007)
Region		(n = 2325)				(n = 2314)		
Panhandle	1	6	93		7	15	78	
North Central	2	4	95		6	12	83	
South Central	4	3	94		6	11	83	
Northeast	3	3	94	χ^2 = 24.03*	6	11	83	χ^2 = 11.76
Southeast	7	3	91	(.002)	10	10	81	(.162)
Individual Attributes:								
Household Income Level		(n = 2151)				(n = 2144)		
Under $20,000	6	5	90		11	11	79	
$20,000 - $39,999	3	4	93		6	12	82	
$40,000 - $59,999	2	3	95	χ^2 = 16.29*	6	10	85	χ^2 = 13.91*
$60,000 and over	3	2	95	(.012)	6	11	83	(.031)
Age		(n = 2331)				(n = 2319)		
19 - 29	3	1	96		4	7	89	
30 - 39	1	3	96		7	14	79	
40 - 49	2	4	94		4	14	82	
50 - 64	4	4	92	χ^2 = 27.19*	9	12	79	χ^2 = 33.24*
65 and older	5	4	90	(.001)	8	9	84	(.000)
Gender		(n = 2320)				(n = 2307)		
Male	4	5	92	χ^2 = 8.47*	8	13	79	χ^2 = 11.26*
Female	3	3	94	(.015)	6	10	85	(.004)
Education		(n = 2311)				(n = 2301)		
High school diploma or less	5	4	91		9	14	77	
Some college	3	4	93	χ^2 = 17.00*	6	10	84	χ^2 = 18.96*
Bachelors or grad degree	2	2	96	(.002)	5	9	86	(.001)
Marital Status		(n = 2323)				(n = 2310)		
Married	3	3	94		6	11	83	
Never married	3	4	94		5	14	82	
Divorced/separated	6	5	89	χ^2 = 12.86*	11	13	76	χ^2 = 14.03*
Widowed	6	4	90	(.045)	9	10	82	(.029)
Occupation		(n = 1638)				(n = 1638)		
Mgt, prof, education	2	1	97		4	9	87	
Sales/office support	4	3	94		7	13	80	
Const, inst or maint	6	4	91		13	12	76	
Prodn/trans/warehs	3	5	92		9	15	76	
Agriculture	3	5	92		3	16	80	
Food serv/pers. care	2	5	94		4	14	81	
Hlthcare supp/safety	1	4	95	χ^2 = 22.71	5	9	86	χ^2 = 39.74*
Other	6	3	92	(.065)	11	19	69	(.000)
Years Lived in Community		(n = 2202)				(n = 2191)		
Five years or less	3	2	96	χ^2 = 3.50	6	8	86	χ^2 = 3.71
More than five years	4	4	93	(.173)	7	11	82	(.157)

Appendix Table 11 Continued.

	Natural, scenic or recreational amenities				*A shared community vision*			
	Unimportant	*Neither*	*Important*	*Significance*	*Unimportant*	*Neither*	*Important*	*Significance*
				Percentages				
Community Size		(n = 2216)				(n = 2211)		
Less than 500	15	31	54		9	28	64	
500 - 999	21	21	57		11	15	74	
1,000 - 4,999	14	23	63		12	24	64	
5,000 - 9,999	10	15	75	χ^2 = 60.60*	11	24	65	χ^2 = 17.25*
10,000 and up	10	18	72	(.000)	9	26	65	(.028)
Region		(n = 2290)				(n = 2287)		
Panhandle	10	17	73		9	22	69	
North Central	11	24	65		14	22	65	
South Central	13	21	66		9	25	67	
Northeast	12	20	67	χ^2 = 18.51*	9	25	66	χ^2 = 18.73*
Southeast	18	23	59	(.018)	15	27	58	(.016)
Individual Attributes:								
Household Income Level		(n = 2128)				(n = 2128)		
Under $20,000	20	22	58		15	21	64	
$20,000 - $39,999	14	22	65		10	26	64	
$40,000 - $59,999	11	22	67	χ^2 = 21.83*	9	22	69	χ^2 = 14.86*
$60,000 and over	11	20	69	(.001)	9	26	65	(.021)
Age		(n = 2297)				(n = 2291)		
19 - 29	11	18	71		10	22	68	
30 - 39	11	27	63		10	30	60	
40 - 49	9	20	71		8	25	68	
50 - 64	16	20	64	χ^2 = 30.99*	12	25	63	χ^2 = 20.39*
65 and older	17	23	61	(.000)	13	21	66	(.009)
Gender		(n = 2286)				(n = 2282)		
Male	13	27	61	χ^2 = 31.70*	12	28	61	χ^2 = 13.57*
Female	13	17	70	(.000)	10	22	68	(.001)
Education		(n = 2277)				(n = 2272)		
High school diploma or less	14	24	61		12	24	65	
Some college	13	22	65	χ^2 = 21.38*	9	25	67	χ^2 = 4.93
Bachelors or grad degree	12	16	72	(.000)	12	24	64	(.294)
Marital Status		(n = 2286)				(n = 2284)		
Married	12	21	67		10	24	66	
Never married	13	25	63		13	32	55	
Divorced/separated	18	19	63	χ^2 = 11.53	15	23	63	χ^2 = 18.82*
Widowed	17	21	62	(.073)	11	19	70	(.004)
Occupation		(n = 1629)				(n = 1626)		
Mgt, prof, education	8	14	77		10	24	66	
Sales/office support	15	14	71		9	23	68	
Const, inst or maint	19	25	56		12	32	56	
Prodn/trans/warehs	12	19	69		11	23	67	
Agriculture	10	38	52		10	27	62	
Food serv/pers. care	9	15	76		8	13	79	
Hlthcare supp/safety	12	25	63	χ^2 = 93.34*	10	27	63	χ^2 = 20.26
Other	8	31	61	(.000)	11	33	56	(.122)
Years Lived in Community		(n = 2172)				(n = 2167)		
Five years or less	8	21	71	χ^2 = 7.16*	10	25	65	χ^2 = 0.15
More than five years	14	21	65	(.028)	11	24	66	(.926)

Appendix Table 11 Continued.

	Opportunities for personal growth				Quality of community services and facilities			
	Unimportant	*Neither*	*Important*	*Significance*	*Unimportant*	*Neither*	*Important*	*Significance*
				Percentages				
Community Size		(n = 2212)				(n = 2227)		
Less than 500	8	19	73		6	14	80	
500 - 999	9	13	78		8	9	83	
1,000 - 4,999	8	15	77		7	9	85	
5,000 - 9,999	9	14	77	χ^2 = 9.77	4	6	90	χ^2 = 25.62*
10,000 and up	6	14	80	(.282)	4	7	89	(.001)
Region		(n = 2284)				(n = 2301)		
Panhandle	7	17	77		5	10	85	
North Central	6	18	76		5	10	85	
South Central	7	14	80		4	8	88	
Northeast	8	14	78	χ^2 = 11.75	6	9	86	χ^2 = 7.40
Southeast	10	17	73	(.163)	8	8	84	(.494)
Individual Attributes:								
Household Income Level		(n = 2124)				(n = 2135)		
Under $20,000	10	16	74		9	12	79	
$20,000 - $39,999	9	16	75		6	8	86	
$40,000 - $59,999	5	13	82	χ^2 = 11.63	4	6	91	χ^2 = 26.75*
$60,000 and over	7	15	78	(.071)	4	9	87	(.000)
Age		(n = 2292)				(n = 2306)		
19 - 29	3	8	89		3	5	92	
30 - 39	7	14	80		5	11	85	
40 - 49	6	15	80		4	9	87	
50 - 64	10	17	74	χ^2 = 64.90*	7	10	83	χ^2 = 28.00*
65 and older	12	21	68	(.000)	8	8	84	(.000)
Gender		(n = 2281)				(n = 2297)		
Male	9	17	74	χ^2 = 10.44*	6	11	82	χ^2 = 21.06*
Female	7	14	80	(.005)	5	7	89	(.000)
Education		(n = 2274)				(n = 2288)		
High school diploma or less	9	17	75		7	10	83	
Some college	6	15	79	χ^2 = 6.33	5	9	85	χ^2 = 12.54*
Bachelors or grad degree	8	14	79	(.176)	4	6	90	(.014)
Marital Status		(n = 2284)				(n = 2297)		
Married	7	16	77		5	8	87	
Never married	9	14	77		4	13	83	
Divorced/separated	9	11	81	χ^2 = 12.81*	8	10	82	χ^2 = 16.74*
Widowed	12	18	70	(.046)	9	8	83	(.010)
Occupation		(n = 1628)				(n = 1632)		
Mgt, prof, education	6	11	83		3	7	90	
Sales/office support	10	13	77		6	7	87	
Const, inst or maint	12	12	77		12	10	78	
Prodn/trans/warehs	4	15	81		4	7	89	
Agriculture	7	13	80		6	13	81	
Food serv/pers. care	3	9	88		5	2	93	
Hlthcare supp/safety	4	14	82	χ^2 = 24.06*	3	10	87	χ^2 = 36.19*
Other	8	22	69	(.045)	8	8	84	(.001)
Years Lived in Community		(n = 2167)				(n = 2182)		
Five years or less	7	15	79	χ^2 = 0.48	4	10	86	χ^2 = 2.67
More than five years	8	16	77	(.788)	6	8	86	(.263)

	New people and businesses			
	Unimportant	*Neither*	*Important*	*Significance*
		Percentages		
Community Size		(n = 2221)		
Less than 500	7	17	76	
500 - 999	9	10	81	
1,000 - 4,999	8	10	82	
5,000 - 9,999	10	8	83	χ^2 = 19.39*
10,000 and up	6	11	83	(.013)
Region		(n = 2300)		
Panhandle	8	9	83	
North Central	4	14	83	
South Central	8	13	79	
Northeast	7	10	83	χ^2 = 16.49*
Southeast	10	11	80	(.036)
Individual Attributes:				
Household Income Level		(n = 2131)		
Under $20,000	11	12	77	
$20,000 - $39,999	8	14	78	
$40,000 - $59,999	6	9	86	χ^2 = 21.39*
$60,000 and over	6	10	84	(.002)
Age		(n = 2303)		
19 - 29	7	9	84	
30 - 39	7	13	80	
40 - 49	4	8	88	
50 - 64	10	13	78	χ^2 = 28.11*
65 and older	8	14	78	(.000)
Gender		(n = 2293)		
Male	8	14	78	χ^2 = 12.60*
Female	7	9	84	(.002)
Education		(n = 2285)		
High school diploma or less	9	11	80	
Some college	6	11	83	χ^2 = 5.15
Bachelors or grad degree	8	12	81	(.272)
Marital Status		(n = 2295)		
Married	6	12	82	
Never married	14	12	74	
Divorced/separated	7	10	83	χ^2 = 21.07*
Widowed	11	11	79	(.002)
Occupation		(n = 1629)		
Mgt, prof, education	7	8	84	
Sales/office support	10	7	83	
Const, inst or maint	9	12	79	
Prodn/trans/warehs	4	12	84	
Agriculture	6	17	77	
Food serv/pers. care	4	6	90	
Hlthcare supp/safety	5	8	87	χ^2 = 32.01*
Other	6	20	74	(.004)
Years Lived in Community		(n = 2180)		
Five years or less	8	15	76	χ^2 = 6.67*
More than five years	7	11	82	(.036)

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