University of Nebraska - Lincoln
DigitalCommons@University of Nebraska - Lincoln

Publications from the Center for Applied Rural Innovation (CARI)

CARI: Center for Applied Rural Innovation

1-1-2010

Views on Agriculture, Energy and Food in Nonmetropolitan Nebraska

Rebecca J. Vogt
University of Nebraska-Lincoln

Randolph L. Cantrell
University of Nebraska - Lincoln

Bruce B. Johnson
University of Nebraska - Lincoln

Bradley D. Lubben
University of Nebraska-Lincoln

Follow this and additional works at: http://digitalcommons.unl.edu/caripubs

Part of the Rural Sociology Commons

Vogt, Rebecca J.; Cantrell, Randolph L.; Johnson, Bruce B.; and Lubben, Bradley D., "Views on Agriculture, Energy and Food in Nonmetropolitan Nebraska" (2010). *Publications from the Center for Applied Rural Innovation (CARI)*. Paper 80.
http://digitalcommons.unl.edu/caripubs/80

This Article is brought to you for free and open access by the CARI: Center for Applied Rural Innovation at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Publications from the Center for Applied Rural Innovation (CARI) by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

CENTER FOR APPLIED RURAL INNOVATION

A Research Report*

Views on Agriculture, Energy and Food in Nonmetropolitan Nebraska

2010 Nebraska Rural Poll Results

Rebecca J. Vogt
Randolph L. Cantrell
Bruce B. Johnson
Bradley D. Lubben

University of Nebraska Lincoln

IANR

Center Research Report 10-1, September 2010.

© graphic used with permission of the designer, Richard Hawkins, Design & Illustration, P.O. Box 21181, Des Moines, IA 50321-0101
Phone: 515.288.4431, FAX: 515.243.1979

*These reports have been peer reviewed by colleagues at the University of Nebraska. Any questions, suggestions, or concerns should be sent directly to the author(s).

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/

Funding for this project was provided by the Cooperative Extension Division of the Institute for Agriculture and Natural Resources, the Agricultural Research Division of the Institute for Agriculture and Natural Resources, and the Center for Applied Rural Innovation. Additionally, considerable in-kind support and contributions were provided by a number of individuals and organizations associated with the Partnership for Rural Nebraska and the University of Nebraska Rural Initiative.

Table of Contents

Executive Summary i

Introduction 1

Connection to Agriculture 2

Figure 1. Farming/Ranching History in Family 2
Figure 2. Generations Removed from Farming/Ranching 2
Figure 3. Economic Dependence on the Agricultural Industry 3
Figure 4. Involvement in the Agricultural Industry 4

Opinions about Agriculture and Food 4

Figure 5. Importance of Items for the Future of Nebraska Agriculture 5
Figure 6. Importance of Food Product Attributes 6
Figure 7. Maximum Distance Considered Locally Produced 7

Opinions about Energy and Conservation 7

Figure 8. Preference for Government Support and Incentives for Various Energy Sources 8
Figure 9. Opinions About Alternative Energy Sources 9
Figure 10. Reasons to Conserve Energy 9

Conclusion 9

List of Appendix Tables and Figures

Appendix Figure 1. Regions of Nebraska 11

Appendix Table 1. Demographic Profile of Rural Poll Respondents Compared to 2000 Census 12

Appendix Table 2. Generations Removed from Farming by Community Size, Region and Individual Attributes 13

Appendix Table 3. Economic Dependence on the Agricultural Industry by Community Size, Region and Individual Attributes 14

Appendix Table 4. Involvement in the Agricultural Industry by Community Size, Region and Individual Attributes 15

Appendix Table 5. Importance of Items for the Future of Nebraska Agriculture by Community Size, Region and Individual Attributes 17

Appendix Table 6. Importance of Food Product Attributes by Community Size, Region and Individual Attributes 19

Appendix Table 7. Maximum Distance Considered Locally Produced by Community Size, Region and Individual Attributes 26

Appendix Table 8. Preference for Government Support and Incentives for Various Energy Sources in Relation to Community Size, Region and Individual Attributes 27

Appendix Table 9. Opinions About Alternative Energy Sources by Community Size, Region and Individual Attributes 29

Appendix Table 10. Reasons to Conserve Energy by Community Size, Region and Individual Attributes . 31

Executive Summary

Agriculture has played and continues to play a critical role in Nebraska's economy. However, the industry is currently facing changes in consumer preferences for food production along with increased demands for renewable energy production and environmental goods and services. Given these changing demands, how closely are rural Nebraskans connected to agriculture? What product attributes are important to them when food shopping? What preferences do they have for government support and incentives for producing energy from various sources? How do they feel about alternative energy sources and energy conservation? This paper provides a detailed analysis of these questions.

This report details 2,797 responses to the 2010 Nebraska Rural Poll, the fifteenth annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about agriculture, food and energy. 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:

- ***Most rural Nebraskans have farming or ranching history in their family.*** Over one-half (52%) of rural Nebraskans are one generation or less removed from the farm or ranch and two-thirds (67%) are two generations or less removed from the farm or ranch. Another one-third of rural Nebraskans are three generations or more removed from the farm or ranch, including three in ten households that have no farming or ranching history in their family in the previous four generations.

- ***Most rural Nebraskans view their economic well-being as being dependent on the agricultural industry.*** Over one-half (54%) of rural Nebraskans say their economic well-being is very much dependent on the well-being of the agricultural industry. Almost one-quarter (24%) more say some of their economic well-being is tied to the agricultural industry. When combined, over three-fourths, or 78 percent feel their well-being is at least somewhat tied to agriculture.
  - ✓ *Persons living in or near smaller communities are more likely than persons living in or near larger communities to say their economic well-being is very much dependent on the well-being of the agricultural industry.* Approximately 62 percent of persons living in or near communities with less than 5,000 persons say they are very dependent on the agricultural industry, compared to 43 percent of persons living in or near communities with populations of 10,000 or more.

- ***Many rural Nebraskans are involved in some segment of the agricultural industry.*** Almost one-half (48%) of rural Nebraskans have some current involvement in the agricultural industry.

- ***Given four competing demands on agriculture – commercial food production, community/local food systems, bioenergy and renewable energy production, and environmental goods and services - most rural Nebraskans expect them all to be important to the future of Nebraska agriculture.*** Eighty-one percent of rural Nebraskans rate commercial/commodity production for global food demand as somewhat or very important for the future of Nebraska agriculture. Eighty percent rate production for community/local food systems as important, 78 percent rate

bioenergy/biofuels and renewable energy production as important to the future of Nebraska agriculture, and 77 percent rate production of environmental goods and services (habitat, water quality, ecotourism, etc.) as important.

- ***Most rural Nebraskans rate product quality/freshness, product price, and product nutritional value as the most important attributes when shopping for food.*** Other attributes, including where and how the food was produced are also important, but less so.

- ***Most rural Nebraskans would like to see government support and incentives for alternative energy sources such as wind and solar to increase.*** Eighty-six percent would either increase somewhat or greatly increase the support and incentives given for alternative energy sources with 55 percent answering greatly increase. Forty-two percent would increase the support and incentives given for nuclear power and 39 percent for traditional sources such as oil, gas and coal.

- ***Most rural Nebraskans (88%) agree that we will need to invest in alternative energy sources to meet future energy needs.*** Almost three-quarters also agree that we should invest in alternative energy now even if it is more expensive in the short term and that investment in alternative energy sources will be an economic boon to Nebraska.

- ***Most rural Nebraskans (90%) agree that their household should conserve their use of energy to decrease our dependence on foreign energy sources.*** Eighty-five percent think they should conserve energy to protect the natural environment and 80 percent say they should conserve existing energy sources for future generations. Just over one-half (54%) say their household should conserve energy to limit climate change.

Introduction

Agriculture has played and continues to play a critical role in Nebraska's economy. However, the industry is currently facing changes in consumer preferences for food production along with increased demands for renewable energy production and environmental goods and services.

Given these changing demands, how closely are rural Nebraskans connected to agriculture? What product attributes are important to them when food shopping? What preferences do they have for government support and incentives for producing energy from various sources? How do they feel about alternative energy sources and energy conservation? This paper provides a detailed analysis of these questions.

The 2010 Nebraska Rural Poll is the fifteenth annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about agriculture, food and energy.

Methodology and Respondent Profile

This study is based on 2,797 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 6,500 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, agriculture and food, energy, retail shopping, care giving and work. This paper reports only results from the agriculture, food and energy portions of the survey.

A 43% response rate was achieved using the total design method (Dillman, 1978). The sequence of steps used follow:

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

Appendix Table 1 shows demographic data from this year's study and previous rural polls, as well as similar data based on the entire nonmetropolitan population of Nebraska (using 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 ten 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 nonmetropolitan counties in Nebraska (using U.S. Census figures).

The average age of respondents is 50 years. Seventy-one percent are married (Appendix Table 1) and 69 percent live within the city limits of a town or village. On average, respondents have lived in Nebraska 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.

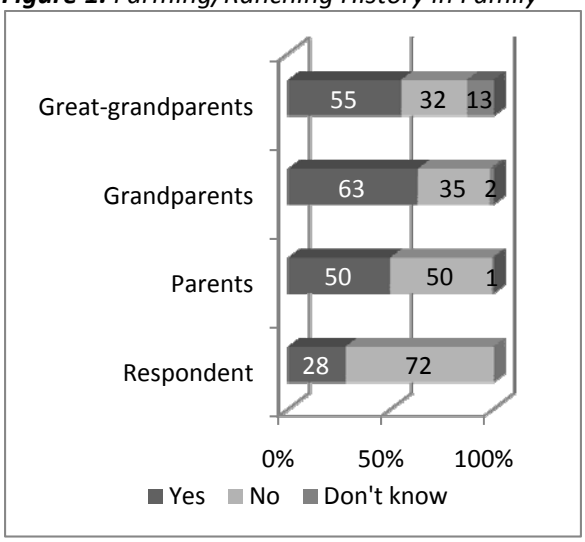
Forty-one percent of the respondents report their 2009 approximate household income from all sources, before taxes, as below $40,000. Forty-seven percent report incomes over $50,000.

Seventy-six percent were employed in 2009 on a full-time, part-time, or seasonal basis. Eighteen percent are retired. Thirty-five percent of those employed reported working in a management, professional, or education occupation. Twelve percent indicated they were employed in agriculture.

Connection to Agriculture

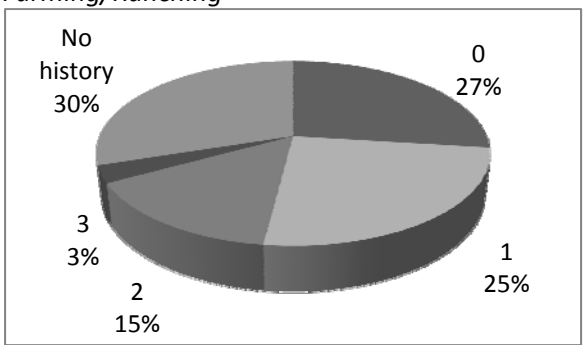
Rural Nebraskans were asked a series of questions to determine their connection to agriculture. First, they were asked if they practice farming or ranching as an occupation or had in the past and if some of their family members do or had done so in the past. Most rural Nebraskans have farming or ranching history in their family. Twenty-eight percent of rural Nebraskan households currently practice farming or ranching as an occupation or have in the past (Figure 1). One-half (50%) have parents that farmed or ranched, 63 percent have grandparents that farmed or ranched and 55 percent have great-grandparents that farmed or ranched.

Figure 1. *Farming/Ranching History in Family*



Combining data from those that answered all parts of this question reveals that over one-half (52%) of rural Nebraskans are one generation or less removed from the farm or ranch and two-thirds (67%) are two generations or less removed from the farm or ranch (Figure 2). These Nebraskans are likely more familiar with commercial agriculture, having seen it first-hand working on the farm or ranch, growing up on the farm or ranch, or visiting the farm or ranch of their grandparents. Another one-third of rural Nebraskans are three generations or more removed from the farm or

Figure 2. *Generations Removed from Farming/Ranching*



ranch, including three in ten households that have no farming or ranching history in their family in the previous four generations. These rural Nebraskans are likely to be less familiar with commercial agriculture, a difference that can influence opinions and attitudes about agriculture and agricultural issues.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to have no farming or ranching history in their family (Appendix Table 2). Approximately 36 percent of persons living in or near communities with populations of 5,000 or more have no farming/ranching history in their family, compared to approximately 19 percent of persons living in or near communities with less than 1,000 people.

Persons living in the Panhandle are more likely than persons living in other regions of the state to have no family farming or ranching history. Over one-third (37%) of Panhandle residents have no farming or ranching history in their family, compared to 24 percent of persons living in the North Central region (see Appendix Figure 1 for the counties included in each region). This may be explained by the fact that the Panhandle region experienced its original population growth later than did other parts of Nebraska. Along with farming and ranching, that growth was driven by nonagricultural industries, including the railroads.

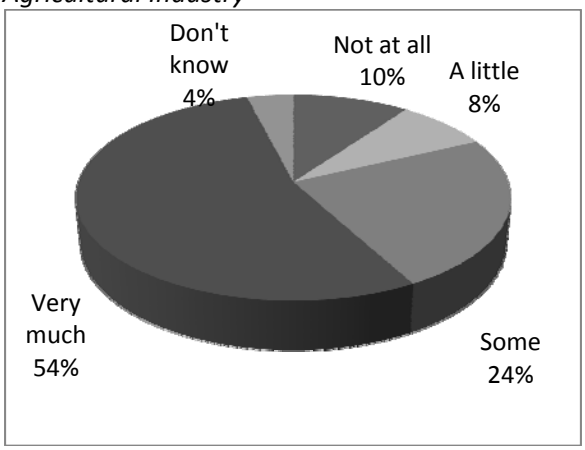
Older persons are more likely than younger persons to be one generation or less removed from farming or ranching. Almost two-thirds (65%) of persons age 65 and older are one generation or less removed from farming or ranching, compared to 39 percent of persons age 19 to 29.

Next, respondents were asked to what extent their economic well-being was dependent on the well-being of the agricultural industry. Most rural Nebraskans view their economic well-being as being dependent on the agricultural industry. Over one-half (54%) of rural Nebraskans say their economic well-being is very much dependent on the well-being of the agricultural industry (Figure 3). Almost one-quarter (24%) say some of their economic well-being is tied to the agricultural industry. When combined, over three-fourths, or 78 percent feel their well-being is at least somewhat tied to agriculture.

Economic dependence on the agricultural industry differs by community size and various individual attributes (Appendix Table 3). Persons living in or near smaller communities are more likely than persons living in or near larger communities to say their economic well-being is very much dependent on the well-being of the agricultural industry. Approximately 62 percent of persons living in or near communities with less than 5,000 persons say they are very dependent on the agricultural industry, compared to 43 percent of persons living in or near communities with populations of 10,000 or more.

The majority of households with no family farming or ranching history see their economic well-being tied to the agricultural industry.

Figure 3. *Economic Dependence on the Agricultural Industry*



Two-thirds (67%) of households with no family farming or ranching history say their economic well-being is at least somewhat tied to agriculture.

Older persons are more likely than younger persons to say their economic well-being is very much dependent on the agricultural industry. Approximately 59 percent of persons age 50 and older are very much dependent on the agricultural industry, compared to 43 percent of persons age 19 to 29. As noted earlier, older persons are more likely to be less generations removed from the farm or ranch which could influence their perceived reliance on the agricultural industry.

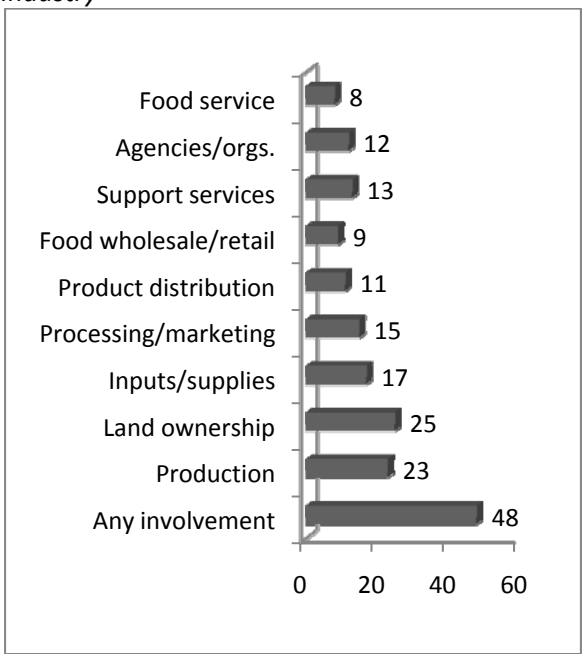
Other groups most likely to say their economic well-being is very much dependent on the well-being of the agricultural industry include: persons with higher household incomes, persons with higher education levels and persons with careers in agriculture.

To further explore how rural Nebraskans are connected with agriculture, they were asked if they are currently involved in various segments of the industry. Many rural Nebraskans are involved in some segment of the agricultural industry. Twenty-three percent of rural Nebraskans are currently involved in agricultural production and one-quarter (25%) are agricultural land owners (Figure 4).

Seventeen percent are involved in agricultural inputs/supplies and 15 percent are currently in agricultural processing/marketing. When comparing all these variables together, almost one-half (48%) of rural Nebraskans have some current involvement in the agricultural industry.

Involvement in the agricultural industry differs by community size, region and various individual attributes (Appendix Table 4). Persons living in or near smaller communities

Figure 4. *Involvement in the Agricultural Industry*



are more likely than persons living in or near larger communities to be involved in most segments of the agricultural industry. As an example, 42 percent of persons living in or near communities with less than 500 persons are currently involved in agricultural production. In comparison, only ten percent of persons living in or near communities with populations of 10,000 or more are currently involved in agricultural production.

Opinions about Agriculture and Food

Agriculture in Nebraska has traditionally been focused on commercial/commodity food production. However, in recent years, local food systems, bioenergy and renewable energy, and environmental goods and services have all increased in importance to society. As a result, agriculture increasingly faces new demands for these new outputs. To gauge how rural Nebraskans feel about these different demands,

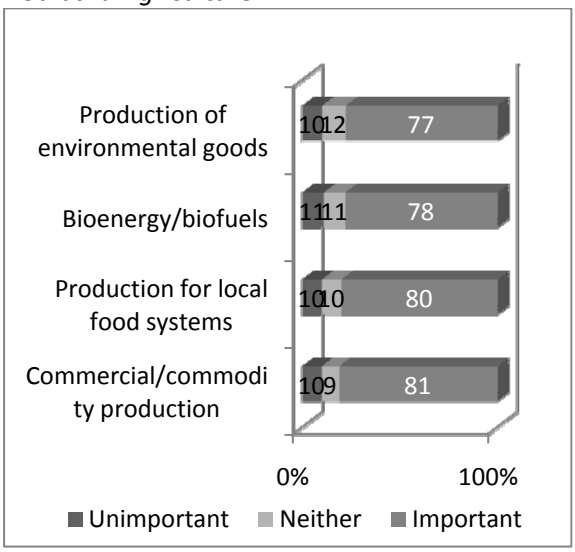
respondents were asked to rate these items on the potential importance they hold for the future of Nebraska agriculture.

Most rural Nebraskans expect them all to be important to the future of Nebraska agriculture. Eighty-one percent of rural Nebraskans rate commercial/commodity production for global food demand as somewhat or very important for the future of Nebraska agriculture (Figure 5).

Eighty percent rate production for community/ local food systems as important, 78 percent rate bioenergy/biofuels and renewable energy production as important to the future of Nebraska agriculture, and 77 percent rate production of environmental goods and services (habitat, water quality, ecotourism, etc.) as important.

The ratings of some of these items vary by community size, region and various individual attributes (Appendix Table 5). Residents of the Northeast region are more likely than residents of other regions in the state to think that bioenergy/biofuels and renewable energy production is important for the future of

Figure 5. *Importance of Items for the Future of Nebraska Agriculture*



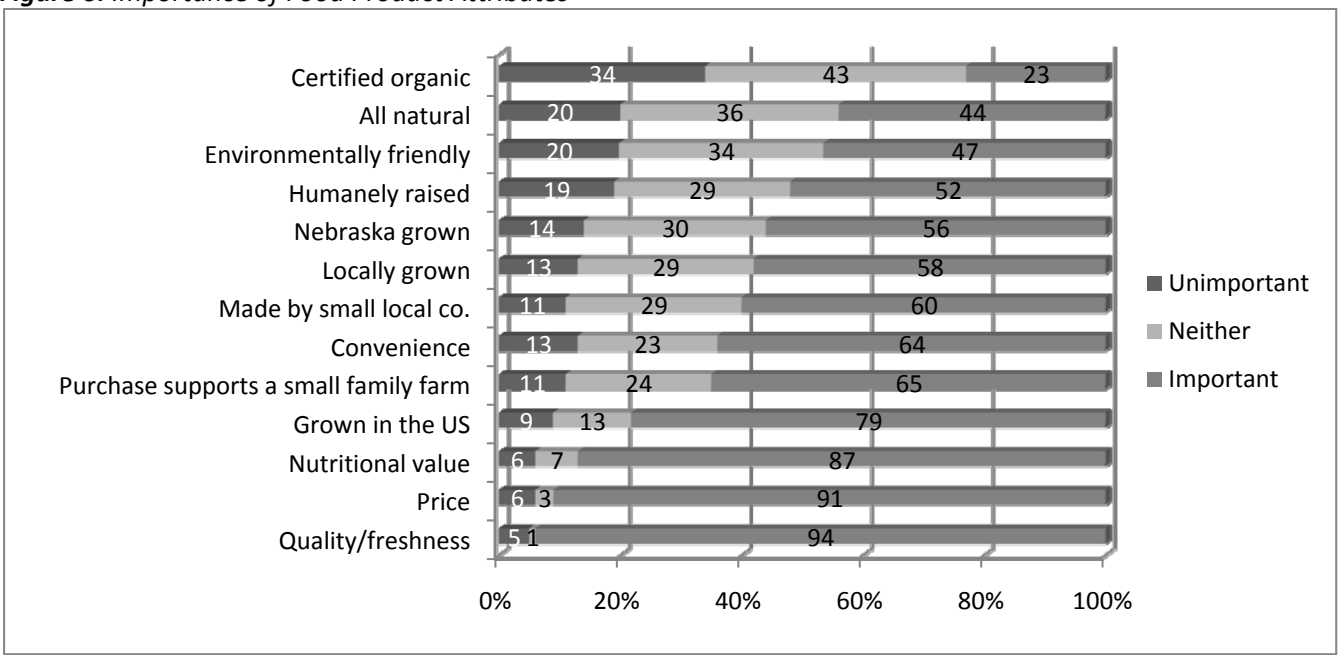
Nebraska agriculture. Eighty-one percent of Northeast region residents rate this as important, compared to 73 percent of Panhandle residents. Residents of both the Northeast and Southeast regions are more likely than residents of other regions to rate the production of environmental goods and services as being important.

Older persons are more likely than younger persons to rate commercial/commodity production for global food demand as important. Approximately 81 percent of persons age 30 and older rate this item as being important, compared to 74 percent of persons age 19 to 29. Persons age 30 to 39 are the age group most likely to rate both production for community/local food systems and production of environmental goods and services as important for the future of Nebraska agriculture.

Persons with occupations in agriculture are *less* likely than persons with different occupations to rate production for community/local food systems as important. Persons with occupations in agriculture are also the occupation group *least* likely to rate the production of environmental goods and services as important for the future of agriculture in the state. Sixty-two percent of persons with occupations in agriculture rate this as being important, compared to 84 percent of persons with production, transportation and warehousing occupations.

Next, respondents were asked to rate the importance of a number of product attributes when shopping for food. Most rural Nebraskans rate product quality/freshness, product price, and product nutritional value as the most important attributes when shopping for food (Figure 6). These items are physical characteristics (price, nutrition labels, freshness dates) that consumers can seek out when

Figure 6. *Importance of Food Product Attributes*



shopping for food and making purchasing decisions or they can evaluate the attributes (quality) after purchase and make repeat purchase decisions accordingly.

Other food product attributes such as where food was produced, who produced it, or how it was produced can't be determined from the product alone, but only from information (such as labeling and process verification) presented alongside the food product. While these attributes are more difficult for consumers to assess, many of them are still important. Between 56 and 79 percent of rural Nebraskans rate various geographic and agricultural structure characteristics as important in their food purchases. These characteristics include local, Nebraska, or U.S. grown products as well as small local company or family farm produced products. While these characteristics did not rate as high in importance as the physical product characteristics of price, quality, and nutrition, they rate higher than other attributes based on production methods. Among listed production methods, 52 percent of rural Nebraskans rate humanely-raised as an important attribute, 47 percent rate environmentally friendly as important, 44 percent rate all natural as important, and only 23 percent rate organic as important.

The ratings of some of these food attributes differ by community size, region and various individual attributes (Appendix Table 6). Product convenience was more important to lower income households, older persons, and persons with lower education levels.

Locally grown or produced was an important food attribute for lower income households, older persons, persons with lower education levels and for persons currently involved in farming or ranching. These same groups were also more likely to rate product is Nebraska grown and product is grown in the U.S. as important attributes.

Being certified organic was an important attribute for persons living in or near larger communities, lower income households, older

persons, persons with lower education levels, and persons with no farming or ranching history in their family. These same groups, with the exception of the community size group, are also most likely to rate product is identified as environmentally friendly as an important food attribute.

Persons living in or near the smallest communities, residents of both the Panhandle and North Central regions, lower income households, older persons, persons with less than a four year college degree, and persons currently involved in farming or ranching are the groups most likely to rate product's purchase supports a small family farm as being an important attribute.

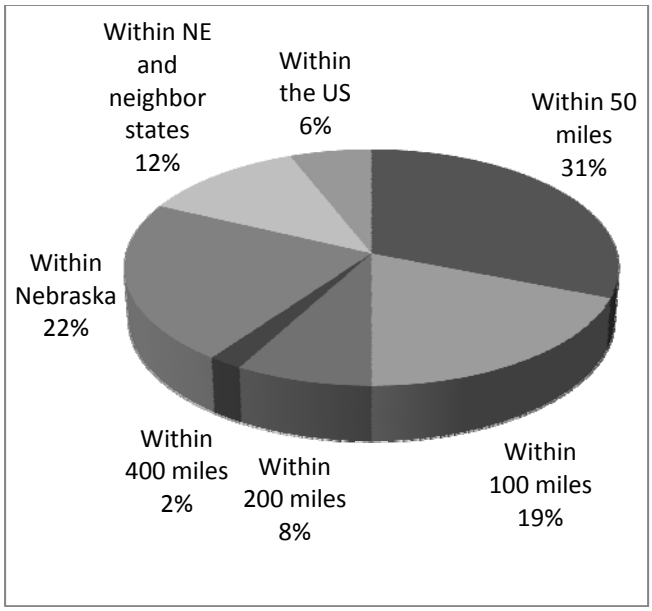
The groups most likely to rate product is made by a small local company as an important attribute include: older persons; persons with a high school diploma; persons with occupations in construction, installation or maintenance; and persons currently involved in farming or ranching.

While attributes based on production methods (humanely raised, environmentally friendly, all natural, and organic) were ranked lower than other attributes, persons with no family history in farming or ranching ranked each of them higher than did other groups with a family history in farming or ranching within 3 generations or less. This supports the premise that the further consumers are removed away from agriculture, the less trust they have in conventional agriculture production systems and the more demand they have for specific production methods.

Many of these product attributes are often lumped together in discussions of local food systems. But, to explore how locally produced is specifically defined by rural Nebraskans in terms of geography, respondents were asked the maximum distance (one-way) away from their home that they would consider food to be locally produced. One-half (50%) of rural Nebraskans define locally produced as being within 100 miles of their home (Figure 7). Just under one-third (31%) define locally produced as being within 50 miles from their home and 19 percent define it as being within 100 miles. In total, sixty percent defined locally produced in terms of distance. Of those, five in six reported locally produced as within 100 miles.

Alternatively, 40 percent define local in terms of region instead of distance. Within the 40 percent, 22 percent define locally produced as being within Nebraska, 12 percent with Nebraska and neighboring states, and 6 percent within the United States.

Figure 7. *Maximum Distance Considered Locally Produced*



Opinions about Energy and Conservation

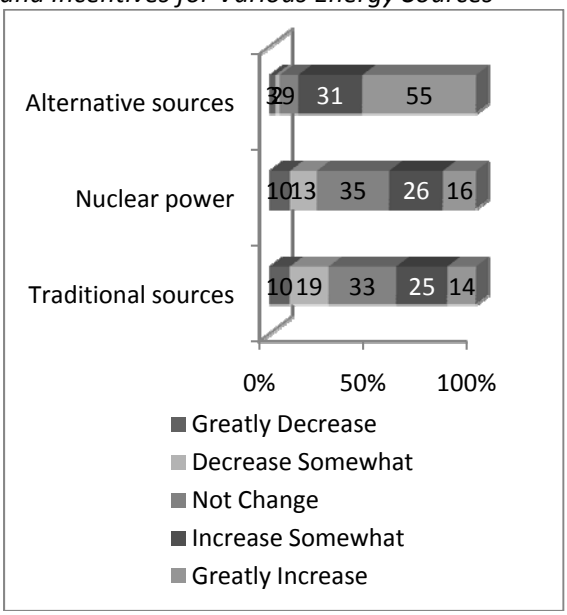
Respondents were asked if they would prefer the government to increase, decrease or not

change the support and incentives it gives for producing energy from various sources. Most rural Nebraskans would like to see government support and incentives for alternative energy sources such as wind and solar to increase. Eighty-six percent would either increase somewhat or greatly increase the support and incentives given for alternative energy sources with 55 percent answering greatly increase (Figure 8). Forty-two percent would increase the support and incentives given for nuclear power and 39 percent for traditional sources such as oil, gas and coal.

Older persons are more likely than younger persons to prefer increasing the support and incentives given to produce energy from traditional sources (Appendix Table 8). Forty-seven percent of persons age 65 and older prefer increasing the support and incentives for traditional energy sources, compared to 30 percent of persons age 19 to 29.

Residents living in or near larger communities are more likely than persons living in or near smaller communities to prefer increasing the support and incentives given for nuclear power. Forty-six percent of persons living in or near communities with populations of 5,000 or more prefer increasing the support and incentives for nuclear power, compared to 36 percent of persons living in or near communities with less than 500 persons. Higher income households and older persons are the other groups most likely to prefer increasing the support and incentives for nuclear power.

Figure 8. *Preference for Government Support and Incentives for Various Energy Sources*

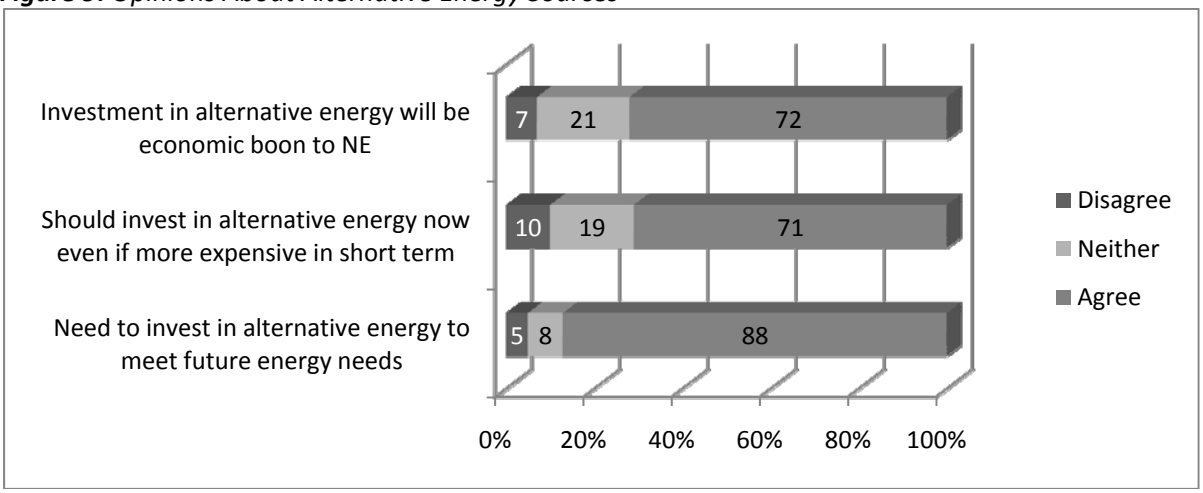


Respondents were next given some statements about alternative energy sources and were asked to indicate the extent they agree or disagree with each. Most rural Nebraskans (88%) agree that we will need to invest in alternative energy sources to meet future energy needs (Figure 9). Almost three-quarters also agree that we should invest in alternative energy now even if it is more expensive in the short term and that investment in alternative energy sources will be an economic boon to Nebraska.

Older persons are more likely than younger persons to agree with each statement listed (Appendix Table 9). As an example, eighty-three percent of persons age 65 and older agree that investment in alternative energy sources will be an economic boon to Nebraska, compared to 56 percent of persons age 19 to 29.

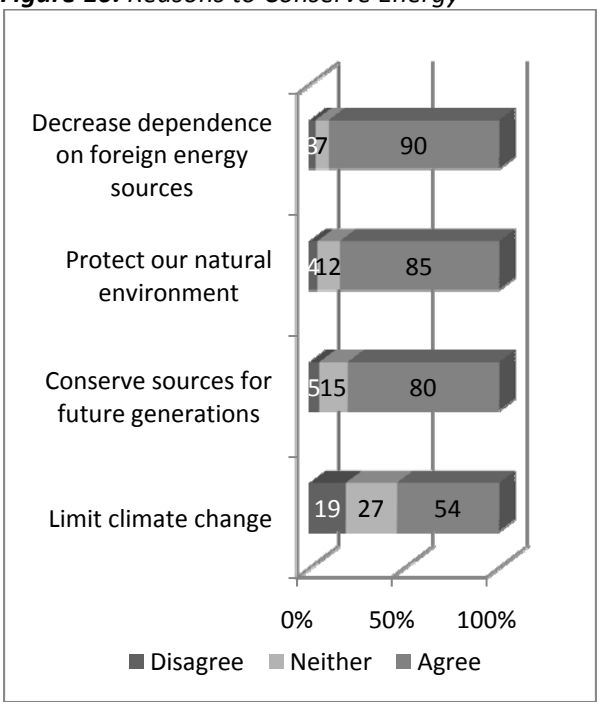
Finally, respondents were given various reasons why their household should conserve their use of energy and were asked to agree or disagree with each. Most rural Nebraskans (90%) agree that their household should conserve their use of energy to decrease our dependence on foreign energy sources (Figure 10). Eighty-five percent think they should conserve energy to protect the natural environment and 80 percent say they should conserve existing energy sources for future generations. Just over

Figure 9. *Opinions About Alternative Energy Sources*



one-half (54%) say their household should conserve energy to limit climate change. Persons living in or near larger communities are more likely than persons living in or near smaller communities to agree that their household should conserve energy to limit climate change. Persons not currently involved in the agricultural industry are more likely than persons involved in the agricultural industry to agree that their household should conserve energy to limit climate change. Persons living in or near larger communities are more likely than persons living in or near smaller communities to agree that their household should conserve energy to protect our natural environment. Persons with higher education levels are more likely than persons with less education to agree that they should conserve energy to protect our natural environment.

Figure 10. *Reasons to Conserve Energy*



Residents of the Panhandle are the regional group most likely to agree that their household should conserve energy to decrease our dependence on foreign energy sources. Other groups most likely to agree with this reasoning include older persons and persons with higher education levels.

Conclusion

Rural Nebraskans maintain a strong connection to agriculture. Most rural residents have farming or ranching history in their family and many are involved in some segment of the agricultural industry. Furthermore, most view their economic well-being as dependent on the well-being of the agricultural industry. Even the households without farming or ranching history

in their family view their economic well-being as dependent on the agricultural industry.

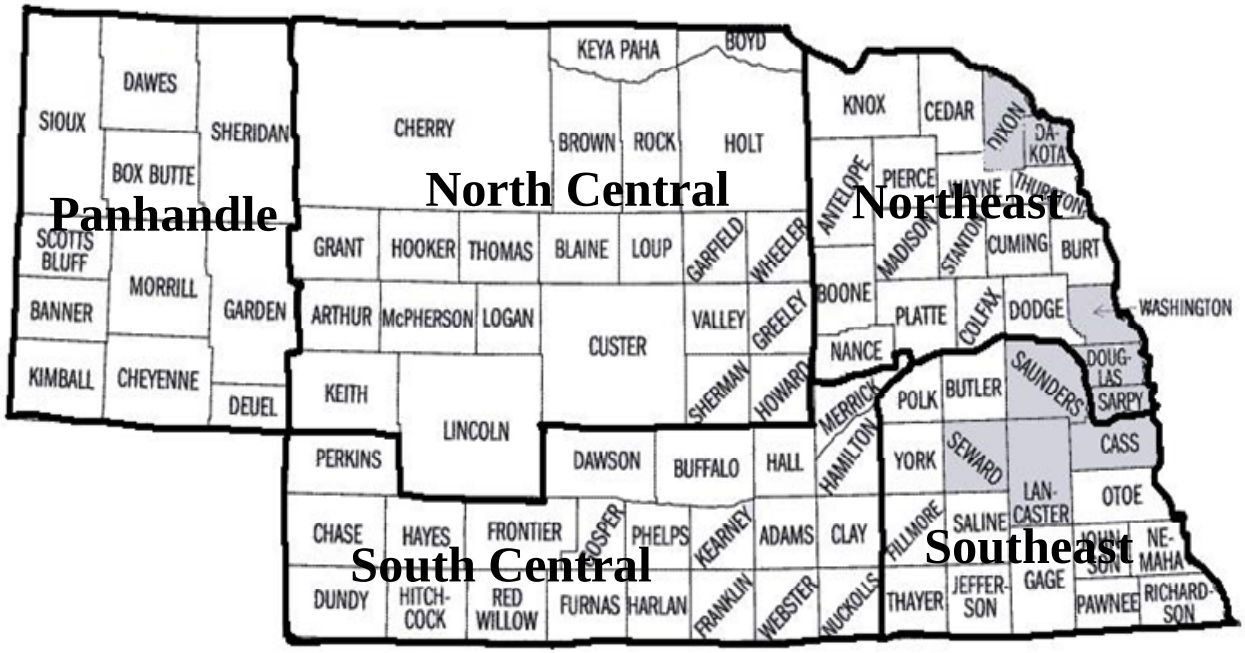
With this strong connection to the industry, most rural Nebraskans view the future of agriculture in the state as dependent on many things. Not only do they recognize the importance of commercial or commodity production for global food demand, they also view production for local food systems, bioenergy and renewable energy production and production of environmental goods and services as important for the future of agriculture.

Although rural Nebraskans view production for local food systems as important, having food be locally grown was not as highly valued as product quality/freshness, price and nutritional value when food shopping. While attributes based on production methods (humanely raised, environmentally friendly, all natural, and organic) were ranked lower than other attributes, persons with no family history in farming or ranching ranked each of them higher than did other groups with a family history in farming or ranching within 3 generations or less. This supports the premise that the further consumers are removed away from agriculture, the less trust they have in conventional agriculture production systems and the more demand they have for specific production methods.

The perceived importance of alternative energy sources is also demonstrated when most rural Nebraskans would like to see government support and incentives for alternative energy sources increased. They also believe that we will need to invest in alternative energy sources to meet future energy needs and that investment in alternative energy sources will be an economic boon to the state.

When asked about conserving energy, most rural Nebraskans believe decreasing dependence on foreign energy sources, protecting the natural environment and conserving sources for future generations are important reasons to conserve. Limiting climate change was not as highly ranked as these other reasons, but over one-half still agree that this is an important reason for their household to conserve energy.

Appendix Figure 1. Regions of Nebraska



Metropolitan counties (not surveyed)

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

	2010 Poll	***2009 Poll***	***2008 Poll***	***2007 Poll***	***2006 Poll***	***2005 Poll***	***2000 Census***
Age : [2]							
20 - 39	32%	32%	32%	31%	33%	34%	33%
40 - 64	44%	44%	44%	44%	43%	42%	42%
65 and over	24%	24%	24%	25%	24%	24%	24%
Gender: [3]							
Female	59%	57%	56%	59%	30%	32%	51%
Male	41%	43%	44%	41%	70%	68%	49%
Education: [4]							
Less than 9th grade	1%	2%	2%	4%	2%	2%	7%
9th to 12th grade (no diploma)	3%	3%	3%	6%	4%	4%	10%
High school diploma (or equiv.)	25%	26%	26%	26%	28%	28%	35%
Some college, no degree	25%	25%	25%	23%	25%	24%	25%
Associate degree	14%	15%	12%	14%	13%	15%	7%
Bachelors degree	20%	20%	21%	18%	18%	17%	11%
Graduate or professional degree	11%	10%	10%	10%	10%	10%	4%
Household Income: [5]							
Less than $10,000	6%	6%	7%	7%	6%	7%	10%
$10,000 - $19,999	10%	9%	10%	13%	12%	12%	16%
$20,000 - $29,999	13%	13%	14%	15%	14%	15%	17%
$30,000 - $39,999	12%	13%	14%	14%	15%	16%	15%
$40,000 - $49,999	13%	12%	13%	13%	16%	15%	12%
$50,000 - $59,999	11%	13%	11%	12%	12%	12%	10%
$60,000 - $74,999	13%	14%	13%	11%	12%	10%	9%
$75,000 or more	23%	21%	18%	16%	13%	14%	11%
Marital Status: [6]							
Married	71%	68%	70%	70%	70%	72%	61%
Never married	9%	10%	10%	10%	11%	10%	22%
Divorced/separated	11%	11%	11%	10%	9%	10%	9%
Widowed/widower	9%	11%	9%	10%	10%	8%	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. *Generations Removed from Farming or Ranching by Community Size, Region and Individual Attributes*

	Generations Removed From Farming or Ranching					
	0	*1*	*2*	*3*	*No History*	*Chi-Square (sig.)*
			Percentages			
Total	27	25	15	3	30	
Community Size			(n = 2597)			
Less than 500	49	17	10	3	21	
500 - 999	44	25	11	2	19	
1,000 - 4,999	31	28	13	2	28	
5,000 - 9,999	19	24	14	5	39	χ^2 = 244.3*
10,000 and up	14	27	20	3	36	(.000)
Region			(n = 2638)			
Panhandle	25	24	12	3	37	
North Central	36	23	14	3	24	
South Central	26	26	15	3	31	
Northeast	27	26	17	2	28	χ^2 = 37.8*
Southeast	23	23	17	4	32	(.002)
Income Level			(n = 2420)			
Under $20,000	26	17	11	2	43	
$20,000 - $39,999	27	26	15	2	31	
$40,000 - $59,999	28	25	16	3	28	χ^2 = 56.1*
$60,000 and over	22	31	17	3	27	(.000)
Age			(n = 2652)			
19 - 29	18	21	21	4	36	
30 - 39	22	29	17	3	28	
40 - 49	22	23	17	3	35	
50 - 64	30	25	14	3	28	χ^2 = 113.6*
65 and older	39	26	8	1	25	(.000)

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

Appendix Table 3. *Economic Dependence on the Agricultural Industry by Community Size, Region and Individual Attributes*

	To what extent is your economic well-being dependent on the well-being of the agricultural industry?					
	Not at all	*A little*	*Some*	*Very much*	*Don't know*	*Significance*
			Percentages			
Total	10	8	24	54	4	
Community Size			(n = 2612)			
Less than 500	4	9	21	62	4	
500 - 999	5	7	22	64	3	χ^2 =
1,000 - 4,999	8	6	21	62	4	109.4*
5,000 - 9,999	11	10	25	48	7	(.000)
10,000 and up	14	9	29	43	4	
Region			(n = 2648)			
Panhandle	9	8	23	56	4	
North Central	10	7	25	53	5	χ^2 =
South Central	8	8	24	56	5	13.78
Northeast	11	9	25	53	3	(.615)
Southeast	11	10	25	50	4	
Income Level			(n = 2431)			
Under $20,000	10	9	22	49	11	χ^2 =
$20,000 - $39,999	10	9	24	53	4	58.65*
$40,000 - $59,999	9	8	26	55	3	(.000)
$60,000 and over	11	8	24	56	1	
Age			(n = 2664)			
19 - 29	12	10	28	43	7	
30 - 39	12	10	28	48	3	χ^2 =
40 - 49	11	8	24	54	3	73.67*
50 - 64	7	8	23	61	2	(.000)
65 and older	8	7	20	59	7	
Education			(n = 2579)			
Less than H.S. diploma	10	9	24	43	14	
H.S. diploma	8	6	22	58	7	χ^2 =
Some college	10	9	26	52	3	68.74*
Bachelors or grad degree	11	10	24	54	2	(.000)
Occupation			(n = 1889)			
Mgt, prof or education	12	8	29	49	2	
Sales or office support	9	9	17	60	5	
Constrn, inst or maint	9	10	26	52	2	
Prodn/trans/warehsing	7	10	29	48	6	
Agriculture	1	0.4	6	93	0.4	χ^2 =
Food serv/pers. care	6	13	26	44	11	237.04*
Hlthcare supp/safety	15	9	32	41	3	(.000)
Other	14	3	35	43	5	
Generations from Farm			(n = 2630)			
0	3	5	15	77	1	
1	7	8	26	56	3	χ^2 =
2	12	12	34	38	4	309.64
3	8	18	31	35	8	(.000)
No farming history	17	9	25	42	8	

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

Appendix Table 4. *Involvement in the Agricultural Industry by Community Size, Region and Individual Attributes*

	Are you currently involved in any of the following?					
	Agricultural Production	*Agricultural Land Ownership*	*Agricultural Inputs/Supplies*	*Agricultural Processing/ Marketing*	*Agricultural Product Distribution*	*Food Product Wholesale/ Retail*
	Percent answering "yes" to each					
Total	23	25	17	15	11	9
Community Size	(n = 2553)	(n = 2577)	(n = 2512)	(n = 2517)	(n = 2500)	(n = 2506)
Less than 500	42	45	31	27	19	11
500 - 999	35	40	24	20	15	8
1,000 - 4,999	27	29	19	18	16	9
5,000 - 9,999	16	17	13	10	9	7
10,000 and up	10	14	9	9	5	8
Significance	(.000)*	(.000)*	(.000)*	(.000)*	(.000)*	(.006)*
Region	(n = 2588)	(n = 2609)	(n = 2548)	(n = 2552)	(n = 2533)	(n = 2541)
Panhandle	20	23	12	12	8	10
North Central	28	32	18	16	13	12
South Central	22	24	19	15	12	9
Northeast	22	25	16	16	12	9
Southeast	22	24	17	15	11	6
Significance	(.259)	(.042)*	(.040)*	(.748)	(.374)	(.063)
Income Level	(n = 2385)	(n = 2402)	(n = 2349)	(n = 2354)	(n = 2340)	(n = 2343)
Under $20,000	16	17	8	8	5	10
$20,000 - $39,999	21	21	13	13	12	9
$40,000 - $59,999	26	28	22	17	14	9
$60,000 and over	23	28	20	17	13	8
Significance	(.006)*	(.000)*	(.000)*	(.000)*	(.000)*	(.580)
Age	(n = 2605)	(n = 2627)	(n = 2563)	(n = 2567)	(n = 2550)	(n = 2555)
19 - 29	17	14	14	13	10	6
30 - 39	21	18	18	15	12	9
40 - 49	23	24	17	16	13	11
50 - 64	27	33	20	18	14	11
65 and older	23	33	15	13	8	7
Significance	(.003)*	(.000)*	(.113)	(.198)	(.021)*	(.020)*
Gender	(n = 2593)	(n = 2616)	(n = 2551)	(n = 2556)	(n = 2540)	(n = 2544)
Male	29	31	23	20	15	10
Female	18	21	13	12	9	8
Significance	(.000)*	(.000)*	(.000)*	(.000)*	(.000)*	(.358)
Education	(n = 2520)	(n = 2542)	(n = 2480)	(n = 2485)	(n = 2467)	(n = 2475)
Less than H.S. diploma	13	17	7	10	7	8
H.S. diploma	23	25	16	15	14	9
Some college	23	25	18	16	12	9
Bachelors degree	24	27	18	14	10	9
Significance	(.006)*	(.000)*	(.000)*	(.007)*	(.000)*	(.000)*
Occupation	(n = 1861)	(n = 1870)	(n = 1844)	(n = 1848)	(n = 1840)	(n = 1842)
Mgt, prof or education	16	22	13	12	9	8
Sales or office support	19	20	17	12	11	13
Constrn, inst or maint	10	11	7	7	4	11
Prodn/trans/warehsing	9	13	11	14	16	9
Agriculture	89	72	64	56	40	13
Food serv/pers. care	9	13	5	7	8	13
Hlthcare supp/safety	11	17	10	8	5	4
Other	13	15	5	8	3	8
Significance	(.000)*	(.000)*	(.000)*	(.000)*	(.000)*	(.001)*

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

Appendix Table 4 continued.

	Are you currently involved in any of the following?		
	Agricultural Support Services	*Agricultural Agencies/ Organizations*	*Food Service*
Total	13	12	8
Community Size	(n = 2510)	(n = 2503)	(n = 2505)
Less than 500	14	14	9
500 - 999	16	19	7
1,000 - 4,999	17	17	8
5,000 - 9,999	11	10	6
10,000 and up	9	6	8
Significance	(.000)*	(.000)*	(.003)*
Region	(n = 2541)	(n = 2536)	(n = 2541)
Panhandle	9	13	5
North Central	13	15	10
South Central	17	14	8
Northeast	11	9	8
Southeast	10	10	8
Significance	(.005)*	(.141)	(.135)
Income Level	(n = 2345)	(n = 2336)	(n = 2345)
Under $20,000	7	7	11
$20,000 - $39,999	10	7	10
$40,000 - $59,999	14	15	7
$60,000 and over	18	15	6
Significance	(.000)*	(.000)*	(.000)*
Age	(n = 2558)	(n = 2551)	(n = 2555)
19 - 29	10	12	8
30 - 39	14	10	7
40 - 49	15	13	12
50 - 64	15	14	7
65 and older	9	11	6
Significance	(.002)*	(.179)	(.004)*
Gender	(n = 2547)	(n = 2539)	(n = 2545)
Male	16	14	5
Female	11	11	10
Significance	(.000)*	(.032)*	(.000)*
Education	(n = 2475)	(n = 2469)	(n = 2476)
Less than H.S. diploma	5	7	11
H.S. diploma	10	9	10
Some college	11	11	9
Bachelors degree	17	16	5
Significance	(.000)*	(.000)*	(.000)*
Occupation	(n = 1843)	(n = 1840)	(n = 1842)
Mgt, prof or education	15	11	6
Sales or office support	12	12	9
Constrn, inst or maint	8	3	5
Prodn/trans/warehsing	8	4	9
Agriculture	32	42	7
Food serv/pers. care	7	6	37
Hlthcare supp/safety	11	8	4
Other	8	8	5
Significance	(.000)*	(.000)*	(.000)*

Appendix Table 5. *Importance of Items for the Future of Nebraska Agriculture by Community Size, Region and Individual Attributes*

	Please rate the following items based on the potential importance you feel they hold for the future of Nebraska agriculture.							
	Commercial/commodity production for global food demand				***Production for community/local food systems***			
	Unimportant	*Neither*	*Important*	*Chi-square (sig.)*	*Unimportant*	*Neither*	*Important*	*Chi-square (sig.)*
				Percentages				
Total	10	9	81		10	10	80	
Community Size		(n = 2538)				(n = 2542)		
Less than 500	12	7	81		12	10	77	
500 - 999	8	8	83		10	4	86	
1,000 - 4,999	8	12	80	χ^2 =	11	12	77	χ^2 =
5,000 - 9,999	12	10	78	15.51	12	9	79	19.89*
10,000 and up	10	8	82	(.050)	8	10	82	(.011)
Region		(n = 2569)				(n = 2574)		
Panhandle	11	9	81		10	13	76	
North Central	9	11	80		10	10	81	
South Central	11	9	81	χ^2 =	12	10	79	χ^2 =
Northeast	9	10	82	4.01	8	9	83	10.88
Southeast	10	9	80	(.856)	11	9	80	(.209)
Income Level		(n = 2375)				(n = 2377)		
Under $20,000	11	11	79		10	9	81	
$20,000 - $39,999	12	12	76	χ^2 =	13	9	78	χ^2 =
$40,000 - $59,999	11	9	81	21.40*	11	10	79	10.96
$60,000 and over	7	6	86	(.002)	7	12	81	(.090)
Age		(n = 2587)				(n = 2590)		
19 - 29	10	16	74		11	11	77	
30 - 39	7	10	83		6	8	86	
40 - 49	10	8	81	χ^2 =	11	12	77	χ^2 =
50 - 64	11	8	82	36.71*	11	10	79	15.70*
65 and older	12	7	81	(.000)	10	9	81	(.047)
Education		(n = 2504)				(n = 2508)		
Less than HS diploma	12	11	77		11	13	76	
H.S. diploma	12	12	76	χ^2 =	11	10	79	χ^2 =
Some college	11	9	80	26.61*	11	10	79	4.36
Bachelors degree	7	8	86	(.000)	9	9	82	(.627)
Occupation		(n = 1860)				(n = 1857)		
Mgt, prof or education	8	7	86		7	11	82	
Sales or office support	8	9	83		10	8	83	
Constrn, inst or maint	8	14	78		9	9	82	
Prodn/trans/warehsing	12	6	82		8	11	81	
Agriculture	15	5	80	χ^2 =	19	8	74	χ^2 =
Food serv/pers. care	14	17	69	50.79*	14	7	79	33.84*
Hlthcare supp/safety	7	9	83	(.000)	10	7	83	(.002)
Other	9	19	72		13	14	73	
Involvement with Ag		(n = 2560)		χ^2 =		(n = 2565)		χ^2 =
Involved in ag	11	8	82	10.66*	12	9	78	12.73*
Not involved in ag	9	11	80	(.005)	8	10	81	(.002)
Generations Removed from Farm		(n = 2555)				(n = 2557)		
0	11	6	83		12	8	80	
1	8	9	83		8	10	81	
2	10	9	81	χ^2 =	10	9	81	χ^2 =
3	16	7	78	24.88*	13	10	77	9.90
No farming history	10	13	77	(.002)	10	12	79	(.272)

Appendix Table 5 continued.

	Please rate the following items based on the potential importance you feel they hold for the future of Nebraska agriculture.							
	Bioenergy/biofuels and renewable energy production				***Production of environmental goods and services (habitat, water quality, ecotourism, etc.)***			
	Unimportant	*Neither*	*Important*	*Chi-square (sig.)*	*Unimportant*	*Neither*	*Important*	*Chi-square (sig.)*
				Percentages				
Total	11	11	78		10	12	77	
Community Size		(n = 2534)				(n = 2540)		
Less than 500	12	10	78		14	12	74	
500 - 999	7	7	86		8	11	81	
1,000 - 4,999	11	12	77	χ^2 =	10	15	75	χ^2 =
5,000 - 9,999	13	15	72	22.25*	10	12	78	14.81
10,000 and up	13	10	78	(.004)	10	11	79	(.063)
Region		(n = 2566)				(n = 2571)		
Panhandle	13	14	73		12	12	76	
North Central	13	12	75		11	16	73	
South Central	13	9	79	χ^2 =	12	13	75	χ^2 =
Northeast	8	11	81	19.67*	8	12	80	15.56*
Southeast	13	12	76	(.012)	10	9	81	(.049)
Income Level		(n = 2374)				(n = 2378)		
Under $20,000	9	16	75		8	14	78	
$20,000 - $39,999	13	13	74	χ^2 =	13	11	75	χ^2 =
$40,000 - $59,999	12	9	79	26.00*	11	13	76	11.93
$60,000 and over	11	8	82	(.000)	8	13	79	(.064)
Age		(n = 2580)				(n = 2583)		
19 - 29	10	15	75		9	18	73	
30 - 39	9	10	82		7	11	82	
40 - 49	13	12	76	χ^2 =	12	14	75	χ^2 =
50 - 64	12	9	79	13.50	12	12	77	27.86*
65 and older	12	10	78	(.096)	12	9	79	(.001)
Education		(n = 2502)				(n = 2506)		
Less than HS diploma	10	16	74		8	11	81	
H.S. diploma	11	13	75	χ^2 =	11	12	78	χ^2 =
Some college	12	12	77	16.16*	12	12	76	10.19
Bachelors degree	11	8	81	(.013)	8	15	77	(.117)
Occupation		(n = 1858)				(n = 1861)		
Mgt, prof or education	11	9	80		9	13	78	
Sales or office support	10	13	77		10	10	80	
Constrn, inst or maint	11	9	80		11	11	79	
Prodn/trans/warehsing	11	10	79		8	9	84	
Agriculture	17	7	76	χ^2 =	18	20	62	χ^2 =
Food serv/pers. care	14	13	73	25.74*	14	10	76	49.11*
Hlthcare supp/safety	9	6	85	(.028)	6	11	83	(.000)
Other	12	19	69		17	12	71	
Involvement with Ag		(n = 2560)		χ^2 =		(n = 2562)		χ^2 =
Involved in ag	13	10	77	6.36*	13	13	75	10.93*
Not involved in ag	10	12	78	(.042)	9	12	79	(.004)
Generations from Farm		(n = 2552)				(n = 2554)		
0	12	9	79		13	15	73	
1	9	11	80		9	12	80	
2	13	10	77	χ^2 =	10	8	82	χ^2 =
3	17	7	76	15.07	8	13	79	17.54*
No farming history	11	13	76	(.058)	10	13	77	(.025)

Appendix Table 6. *Importance of Food Product Attributes by Community Size, Region and Individual Attributes*

	How important are the following items when shopping for food?							
	Product price				*Product quality/freshness*			
	Unimportant	*Neither*	*Important*	*Chi-square (sig.)*	*Unimportant*	*Neither*	*Important*	*Chi-square (sig.)*
				Percentages				
Total	6	3	91		5	1	94	
Community Size		(n = 2621)				(n = 2616)		
Less than 500	7	5	88		6	0.3	94	
500 - 999	4	3	93		3	0	97	
1,000 - 4,999	5	2	93	χ^2 =	5	1	95	χ^2 =
5,000 - 9,999	7	2	91	21.45*	6	2	93	9.17
10,000 and up	6	5	89	(.006)	5	1	94	(.328)
Region		(n = 2659)				(n = 2655)		
Panhandle	7	2	91		6	1	93	
North Central	6	3	92		5	1	95	
South Central	6	3	90	χ^2 =	5	1	94	χ^2 =
Northeast	5	4	92	5.24	4	1	96	9.94
Southeast	7	3	91	(.732)	5	0.2	95	(.269)
Income Level		(n = 2447)				(n = 2440)		
Under $20,000	7	2	92		7	1	92	
$20,000 - $39,999	6	3	91	χ^2 =	5	1	93	χ^2 =
$40,000 - $59,999	6	3	92	16.67*	4	0.1	96	20.86*
$60,000 and over	5	6	90	(.011)	3	0.4	97	(.002)
Age		(n = 2676)				(n = 2671)		
19 - 29	4	3	93		3	2	95	
30 - 39	3	2	95		3	1	97	
40 - 49	6	4	90	χ^2 =	4	1	95	χ^2 =
50 - 64	7	4	90	19.01*	6	1	93	24.21*
65 and older	8	3	89	(.015)	7	1	92	(.002)
Education		(n = 2587)				(n = 2581)		
Less than HS diploma	9	5	86		7	3	90	
H.S. diploma	8	2	90	χ^2 =	7	1	93	χ^2 =
Some college	6	4	91	11.68	5	1	94	28.87*
Bachelors degree	4	3	93	(.069)	3	0.1	97	(.000)
Occupation		(n = 1900)				(n = 1898)		
Mgt, prof or education	5	3	92		3	0.3	97	
Sales or office support	4	3	94		4	0	97	
Constrn, inst or maint	2	7	91		1	1	98	
Prodn/trans/warehsing	7	2	91		6	0	94	
Agriculture	7	4	89	χ^2 =	6	2	92	χ^2 =
Food serv/pers. care	3	0	97	23.01	3	2	95	26.58*
Hlthcare supp/safety	4	2	94	(.060)	4	1	95	(.022)
Other	8	6	87		8	0	92	
Involvement with Ag		(n = 2602)		χ^2 =		(n = 2597)		χ^2 =
Involved in ag	7	4	90	5.70	5	1	94	1.16
Not involved in ag	5	3	92	(.058)	4	1	95	(.561)
Generations Removed from Farm		(n = 2606)				(n = 2600)		
0	6	3	90		5	0.1	95	
1	5	3	92		4	1	96	
2	5	2	93	χ^2 =	5	0.3	95	χ^2 =
3	6	9	86	10.61	4	0	96	15.98*
No farming history	7	3	90	(.225)	6	1	93	(.043)

Appendix Table 6 continued.

	How important are the following items when shopping for food?							
	Product nutritional value				*Product convenience (in packaging or preparing)*			
	Unimportant	*Neither*	*Important*	*Chi-square (sig.)*	*Unimportant*	*Neither*	*Important*	*Chi-square (sig.)*
				Percentages				
Total	6	7	87		13	23	64	
Community Size		(n = 2591)				(n = 2579)		
Less than 500	6	6	88		14	21	66	
500 - 999	3	5	92		10	22	67	
1,000 - 4,999	6	8	87	χ^2 =	12	25	63	χ^2 =
5,000 - 9,999	6	9	85	9.97	16	20	65	8.39
10,000 and up	7	7	86	(.267)	13	24	64	(.396)
Region		(n = 2628)				(n = 2614)		
Panhandle	7	5	88		15	24	61	
North Central	6	6	88		14	20	66	
South Central	6	7	88	χ^2 =	10	23	67	χ^2 =
Northeast	5	8	87	9.91	12	24	65	13.70
Southeast	5	9	86	(.272)	15	26	59	(.090)
Income Level		(n = 2419)				(n = 2409)		
Under $20,000	7	8	86		13	16	71	
$20,000 - $39,999	6	8	86	χ^2 =	13	23	64	χ^2 =
$40,000 - $59,999	6	7	87	7.77	12	26	62	16.03*
$60,000 and over	3	7	90	(.256)	11	26	63	(.014)
Age		(n = 2644)				(n = 2630)		
19 - 29	5	12	82		9	28	63	
30 - 39	5	8	87		13	27	60	
40 - 49	5	7	88	χ^2 =	14	24	62	χ^2 =
50 - 64	7	5	88	28.36*	14	23	62	34.05*
65 and older	6	5	89	(.000)	12	16	72	(.000)
Education		(n = 2559)				(n = 2547)		
Less than HS diploma	6	8	86		11	18	72	
H.S. diploma	8	8	84	χ^2 =	11	18	71	χ^2 =
Some college	6	8	86	18.25*	12	26	62	24.49*
Bachelors degree	4	6	91	(.006)	14	25	61	(.000)
Occupation		(n = 1887)				(n = 1886)		
Mgt, prof or education	3	5	91		15	23	63	
Sales or office support	5	8	88		10	26	64	
Constrn, inst or maint	7	16	77		11	20	69	
Prodn/trans/warehsing	10	13	77		12	29	60	
Agriculture	8	11	82	χ^2 =	16	26	58	χ^2 =
Food serv/pers. care	3	6	92	64.20*	9	22	69	14.15
Hlthcare supp/safety	5	2	92	(.000)	13	26	61	(.438)
Other	9	2	89		14	27	59	
Involvement with Ag		(n = 2581)		χ^2 =		(n = 2563)		χ^2 =
Involved in ag	6	7	87	0.21	14	22	64	2.03
Not involved in ag	6	7	88	(.900)	12	23	65	(.363)
Generations Removed from Farm		(n = 2580)				(n = 2562)		
0	5	7	88		13	24	63	
1	5	6	90		12	22	66	
2	8	6	87	χ^2 =	12	21	67	χ^2 =
3	3	6	91	14.09	27	10	63	21.21*
No farming history	7	9	85	(.079)	12	25	64	(.007)

Appendix Table 6 continued.

	How important are the following items when shopping for food?							
	Product is locally grown or produced				*Product is Nebraska grown*			
	Unimportant	*Neither*	*Important*	*Chi-square (sig.)*	*Unimportant*	*Neither*	*Important*	*Chi-square (sig.)*
				Percentages				
Total	13	29	58		14	30	56	
Community Size		(n = 2597)				(n = 2598)		
Less than 500	12	26	63		11	29	60	
500 - 999	10	28	62		12	29	59	
1,000 - 4,999	12	31	57	χ^2 =	14	34	52	χ^2 =
5,000 - 9,999	15	32	53	11.92	15	28	57	10.71
10,000 and up	14	28	58	(.155)	15	29	56	(.219)
Region		(n = 2636)				(n = 2636)		
Panhandle	15	29	55		17	26	57	
North Central	13	26	61		14	27	59	
South Central	13	27	60	χ^2 =	14	29	57	χ^2 =
Northeast	13	29	59	9.98	14	32	54	12.17
Southeast	11	33	56	(.267)	11	34	55	(.144)
Income Level		(n = 2428)				(n = 2422)		
Under $20,000	10	25	65		12	23	65	
$20,000 - $39,999	15	29	56	χ^2 =	15	29	56	χ^2 =
$40,000 - $59,999	11	30	60	33.07*	12	31	58	45.21*
$60,000 and over	17	34	49	(.000)	18	37	45	(.000)
Age		(n = 2651)				(n = 2649)		
19 - 29	14	36	50		17	39	44	
30 - 39	16	33	51		18	32	50	
40 - 49	13	34	53	χ^2 =	13	35	52	χ^2 =
50 - 64	14	25	61	77.27*	13	28	59	102.33*
65 and older	9	20	72	(.000)	10	19	71	(.000)
Education		(n = 2565)				(n = 2564)		
Less than HS diploma	8	21	71		8	20	73	
H.S. diploma	12	27	62	χ^2 =	11	26	63	χ^2 =
Some college	11	28	61	36.71*	13	30	57	55.38*
Bachelors degree	17	33	50	(.000)	18	35	47	(.000)
Occupation		(n = 1893)				(n = 1890)		
Mgt, prof or education	17	32	51		18	35	47	
Sales or office support	12	26	62		14	27	59	
Constrn, inst or maint	12	31	57		10	30	60	
Prodn/trans/warehsing	15	35	50		15	32	53	
Agriculture	17	31	52	χ^2 =	16	36	48	χ^2 =
Food serv/pers. care	8	39	54	26.68*	9	44	47	35.35*
Hlthcare supp/safety	12	27	61	(.021)	13	29	57	(.001)
Other	14	29	58		23	31	45	
Involvement with Ag		(n = 2582)		χ^2 =		(n = 2583)		χ^2 =
Involved in ag	13	27	59	3.08	14	29	57	2.32
Not involved in ag	13	30	57	(.215)	14	31	55	(.313)
Generations Removed from Farm		(n = 2585)				(n = 2586)		
0	11	24	65		11	27	62	
1	14	27	59		15	26	59	
2	15	36	49	χ^2 =	15	35	50	χ^2 =
3	16	34	51	32.42*	14	34	51	26.93*
No farming history	13	30	57	(.000)	14	33	53	(.001)

Appendix Table 6 continued.

	How important are the following items when shopping for food?							
	Product is grown in the U.S.				*Product is an all-natural food*			
	Unimportant	*Neither*	*Important*	*Chi-square (sig.)*	*Unimportant*	*Neither*	*Important*	*Chi-square (sig.)*
				Percentages				
Total	9	13	79		20	36	44	
Community Size		(n = 2587)				(n = 2582)		
Less than 500	6	12	82		17	33	50	
500 - 999	5	9	86		19	38	43	
1,000 - 4,999	9	13	78	χ^2 =	22	37	41	χ^2 =
5,000 - 9,999	11	14	75	20.37*	20	36	44	9.59
10,000 and up	10	14	76	(.009)	20	36	45	(.295)
Region		(n = 2624)				(n = 2614)		
Panhandle	10	12	78		24	32	44	
North Central	9	9	82		21	31	48	
South Central	10	13	77	χ^2 =	19	38	44	χ^2 =
Northeast	7	14	79	9.89	22	36	43	20.91*
Southeast	8	15	78	(.273)	15	42	44	(.007)
Income Level		(n = 2412)				(n = 2410)		
Under $20,000	9	10	82		11	33	56	
$20,000 - $39,999	10	12	78	χ^2 =	21	34	45	χ^2 =
$40,000 - $59,999	7	13	80	14.97*	18	39	43	51.98*
$60,000 and over	11	16	74	(.021)	27	36	37	(.000)
Age		(n = 2638)				(n = 2629)		
19 - 29	10	21	69		21	40	40	
30 - 39	10	14	76		25	35	41	
40 - 49	8	14	78	χ^2 =	18	39	43	χ^2 =
50 - 64	9	9	82	56.90*	20	36	44	30.02*
65 and older	8	8	84	(.000)	16	32	52	(.000)
Education		(n = 2552)				(n = 2544)		
Less than HS diploma	9	6	85		11	22	67	
H.S. diploma	8	11	81	χ^2 =	14	37	50	χ^2 =
Some college	8	10	82	37.60*	18	40	43	75.14*
Bachelors degree	10	18	72	(.000)	28	32	40	(.000)
Occupation		(n = 1880)				(n = 1888)		
Mgt, prof or education	11	18	71		24	36	40	
Sales or office support	7	10	83		19	40	41	
Constrn, inst or maint	6	12	82		19	28	53	
Prodn/trans/warehsing	5	14	81		18	43	40	
Agriculture	12	7	82	χ^2 =	32	34	34	χ^2 =
Food serv/pers. care	7	20	73	45.70*	20	41	39	43.35*
Hlthcare supp/safety	10	10	81	(.000)	14	36	50	(.000)
Other	11	19	71		22	45	33	
Involvement with Ag		(n = 2569)		χ^2 =		(n = 2566)		χ^2 =
Involved in ag	10	9	82	33.24*	23	35	42	15.08*
Not involved in ag	8	16	76	(.000)	17	36	47	(.001)
Generations Removed from Farm		(n = 2572)				(n = 2565)		
0	7	8	85		21	33	46	
1	10	11	80		24	34	42	
2	9	18	73	χ^2 =	19	41	40	χ^2 =
3	11	10	79	39.26*	20	34	47	22.17*
No farming history	10	15	75	(.000)	16	37	47	(.005)

Appendix Table 6 continued.

	How important are the following items when shopping for food?							
	Product is certified organic				*Product is identified as environmentally friendly*			
	Unimportant	*Neither*	*Important*	*Chi-square (sig.)*	*Unimportant*	*Neither*	*Important*	*Chi-square (sig.)*
				Percentages				
Total	34	43	23		20	34	47	
Community Size		(n = 2572)				(n = 2584)		
Less than 500	29	50	20		17	32	51	
500 - 999	39	44	17		20	33	47	
1,000 - 4,999	36	44	20	χ^2 =	22	34	44	χ^2 =
5,000 - 9,999	33	43	25	23.44*	21	35	45	6.25
10,000 and up	33	41	26	(.003)	19	35	46	(.620)
Region		(n = 2608)				(n = 2621)		
Panhandle	35	41	24		24	30	46	
North Central	32	44	24		20	34	47	
South Central	31	46	23	χ^2 =	20	34	46	χ^2 =
Northeast	37	40	23	10.55	18	35	47	5.35
Southeast	34	46	20	(.228)	20	34	47	(.720)
Income Level		(n = 2406)				(n = 2415)		
Under $20,000	24	45	31		13	29	58	
$20,000 - $39,999	31	45	24	χ^2 =	18	33	48	χ^2 =
$40,000 - $59,999	32	46	22	55.82*	20	33	47	53.26*
$60,000 and over	44	38	18	(.000)	27	37	36	(.000)
Age		(n = 2624)				(n = 2632)		
19 - 29	33	47	20		16	42	41	
30 - 39	38	41	21		26	31	43	
40 - 49	36	45	20	χ^2 =	19	38	43	χ^2 =
50 - 64	35	42	22	31.88*	21	30	49	47.77*
65 and older	27	43	30	(.000)	17	29	54	(.000)
Education		(n = 2539)				(n = 2552)		
Less than HS diploma	18	37	45		15	30	55	
H.S. diploma	25	47	28	χ^2 =	13	32	55	χ^2 =
Some college	33	47	21	103.40*	18	35	47	66.31*
Bachelors degree	45	37	18	(.000)	28	34	38	(.000)
Occupation		(n = 1888)				(n = 1888)		
Mgt, prof or education	44	38	18		26	36	38	
Sales or office support	31	51	19		14	36	50	
Constrn, inst or maint	30	42	28		22	36	42	
Prodn/trans/warehsing	30	52	18		19	32	49	
Agriculture	45	42	13	χ^2 =	31	35	34	χ^2 =
Food serv/pers. care	32	44	23	55.43*	9	37	55	61.28*
Hlthcare supp/safety	30	43	27	(.000)	19	30	51	(.000)
Other	39	48	13		25	45	31	
Involvement with Ag		(n = 2558)		χ^2 =		(n = 2568)		χ^2 =
Involved in ag	38	43	20	17.55*	22	34	44	9.77*
Not involved in ag	31	44	25	(.000)	18	33	49	(.008)
Generations Removed from Farm		(n = 2557)				(n = 2568)		
0	35	43	22		21	32	47	
1	40	42	17		23	37	39	
2	32	47	21	χ^2 =	19	33	48	χ^2 =
3	44	35	22	39.92*	23	31	46	28.22*
No farming history	28	43	28	(.000)	16	33	52	(.000)

Appendix Table 6 continued.

	How important are the following items when shopping for food?							
	Product is humanely raised				*Product's purchase supports a small family farm*			
	Unimportant	*Neither*	*Important*	*Chi-square (sig.)*	*Unimportant*	*Neither*	*Important*	*Chi-square (sig.)*
				Percentages				
Total	19	29	52		11	24	65	
Community Size		(n = 2581)				(n = 2601)		
Less than 500	17	27	56		8	21	72	
500 - 999	18	33	49		8	19	73	
1,000 - 4,999	20	30	50	χ^2 =	11	24	65	χ^2 =
5,000 - 9,999	16	29	55	8.85	12	26	62	24.41*
10,000 and up	20	28	52	(.355)	12	27	61	(.002)
Region		(n = 2612)				(n = 2637)		
Panhandle	19	32	50		12	19	69	
North Central	20	26	54		8	22	70	
South Central	18	31	50	χ^2 =	10	28	62	χ^2 =
Northeast	19	28	53	6.79	12	23	66	16.58*
Southeast	17	29	54	(.560)	10	27	63	(.035)
Income Level		(n = 2408)				(n = 2426)		
Under $20,000	9	25	65		9	22	69	
$20,000 - $39,999	18	27	55	χ^2 =	10	22	68	χ^2 =
$40,000 - $59,999	19	32	49	62.43*	10	25	65	21.72*
$60,000 and over	26	31	43	(.000)	13	30	57	(.001)
Age		(n = 2626)				(n = 2653)		
19 - 29	19	35	47		13	37	50	
30 - 39	24	31	45		11	28	61	
40 - 49	19	32	50	χ^2 =	9	27	64	χ^2 =
50 - 64	20	26	54	50.09*	12	20	69	90.69*
65 and older	14	23	63	(.000)	9	15	76	(.000)
Education		(n = 2543)				(n = 2568)		
Less than HS diploma	7	26	67		12	20	68	
H.S. diploma	12	27	62	χ^2 =	10	19	71	χ^2 =
Some college	16	31	52	93.27*	9	23	68	47.42*
Bachelors degree	28	29	43	(.000)	14	30	56	(.000)
Occupation		(n = 1888)				(n = 1897)		
Mgt, prof or education	26	33	41		14	32	54	
Sales or office support	15	32	54		7	21	73	
Constrn, inst or maint	26	30	44		7	17	76	
Prodn/trans/warehsing	16	28	57		7	27	66	
Agriculture	32	28	40	χ^2 =	17	19	64	χ^2 =
Food serv/pers. care	8	34	58	68.62*	4	39	57	76.08*
Hlthcare supp/safety	17	28	56	(.000)	13	23	65	(.000)
Other	17	29	54		11	27	62	
Involvement with Ag		(n = 2560)		χ^2 =		(n = 2586)		χ^2 =
Involved in ag	22	28	50	12.80*	11	21	68	13.02*
Not involved in ag	16	30	54	(.002)	11	27	63	(.001)
Generations Removed from Farm		(n = 2560)				(n = 2587)		
0	22	26	53		10	15	75	
1	22	32	47		12	20	68	
2	18	28	55	χ^2 =	9	33	58	χ^2 =
3	25	21	54	30.50*	16	39	45	83.83*
No farming history	14	31	56	(.000)	11	30	60	(.000)

Appendix Table 6 continued.

	How important are the following items when shopping for food? *Product is made by a small local company*			
	Unimportant	*Neither*	*Important*	*Chi-square (sig.)*
		Percentages		
Total	11	29	60	
Community Size		(n = 2597)		
Less than 500	10	29	61	
500 - 999	8	25	67	
1,000 - 4,999	12	31	58	χ^2 =
5,000 - 9,999	12	29	58	10.82
10,000 and up	12	28	59	(.212)
Region		(n = 2633)		
Panhandle	13	26	61	
North Central	11	28	61	
South Central	11	29	59	χ^2 =
Northeast	11	30	59	3.20
Southeast	11	29	60	(.921)
Income Level		(n = 2425)		
Under $20,000	9	30	61	
$20,000 - $39,999	13	28	60	χ^2 =
$40,000 - $59,999	10	30	60	5.75
$60,000 and over	13	29	58	(.452)
Age		(n = 2647)		
19 - 29	13	47	40	
30 - 39	13	32	55	
40 - 49	10	30	60	χ^2 =
50 - 64	12	22	67	130.40*
65 and older	9	20	70	(.000)
Education		(n = 2564)		
Less than HS diploma	14	28	58	
H.S. diploma	11	23	67	χ^2 =
Some college	9	31	60	30.33*
Bachelors degree	14	32	54	(.000)
Occupation		(n = 1895)		
Mgt, prof or education	14	33	54	
Sales or office support	8	32	61	
Constrn, inst or maint	9	22	70	
Prodn/trans/warehsing	9	36	55	
Agriculture	17	21	62	χ^2 =
Food serv/pers. care	7	45	48	49.87*
Hlthcare supp/safety	11	29	60	(.000)
Other	15	31	54	
Involvement with Ag		(n = 2579)		χ^2 =
Involved in ag	12	26	62	8.08*
Not involved in ag	11	31	58	(.018)
Generations Removed from Farm		(n = 2581)		
0	9	21	70	
1	11	25	64	
2	11	37	52	χ^2 =
3	17	32	51	65.05*
No farming history	13	34	53	(.000)

Appendix Table 7. *Maximum Distance Considered Locally Produced by Community Size, Region and Individual Attributes*

	What is the maximum distance (one-way) away from your home that you would consider food to be locally produced?							
	Within 50 miles	*Within 100 miles*	*Within 200 miles*	*Within 400 miles*	*Within Nebraska*	*Within Nebraska and neighboring states*	*Within the U.S.*	*Chi-square (sig.)*
				Percentages				
Total	31	19	8	2	22	12	6	
Community Size				(n = 2619)				
Less than 500	32	18	6	2	28	10	5	
500 - 999	28	19	9	1	24	12	7	
1,000 - 4,999	33	19	9	2	20	13	5	χ^2 =
5,000 - 9,999	34	24	7	2	14	12	7	38.11*
10,000 and up	30	19	7	2	24	12	6	(.034)
Region				(n = 2660)				
Panhandle	35	20	10	3	12	12	9	
North Central	25	25	8	3	24	11	5	
South Central	31	15	9	2	26	12	6	χ^2 =
Northeast	32	19	8	1	20	13	7	63.71*
Southeast	32	22	5	2	22	13	4	(.000)
Income Level				(n = 2443)				
Under $20,000	41	17	6	2	15	12	9	
$20,000 - $39,999	35	16	7	2	21	11	7	χ^2 =
$40,000 - $59,999	28	21	9	2	25	12	5	58.96*
$60,000 and over	25	22	9	2	22	14	6	(.000)
Age				(n = 2674)				
19 - 29	39	19	9	2	18	9	5	
30 - 39	23	17	8	1	30	16	5	
40 - 49	27	22	9	1	22	14	5	χ^2 =
50 - 64	31	21	8	2	22	11	6	84.31*
65 and older	37	16	6	2	18	12	9	(.000)
Education				(n = 2588)				
Less than H. diploma	43	8	6	5	18	11	9	
H.S. diploma	35	19	6	2	19	10	8	χ^2 =
Some college	30	20	8	1	24	11	6	60.94*
Bachelors degree	27	21	9	2	21	15	5	(.000)
Occupation				(n = 1900)				
Mgt, prof or education	29	24	9	2	19	13	5	
Sales or office support	30	18	12	0.4	23	13	5	
Constrn, inst or maint	34	15	6	4	25	10	6	
Prodn/trans/warehsing	26	19	7	2	28	12	7	
Agriculture	25	18	7	3	26	15	5	χ^2 =
Food serv/pers. care	39	21	7	1	17	9	8	59.06*
Hlthcare supp/safety	27	20	9	1	23	14	6	(.042)
Other	22	22	5	0	35	11	6	
Involvement with Ag				(n = 2601)				χ^2 =
Involved in ag	29	20	9	2	22	11	7	11.50
Not involved in ag	33	19	6	2	21	13	6	(.074)
Generations				(n = 2606)				
0	31	19	8	2	22	12	7	
1	29	18	9	2	22	14	6	
2	26	21	9	2	26	12	5	χ^2 =
3	20	35	7	1	27	9	1	52.51*
No farming history	37	19	5	2	18	12	7	(.001)

Appendix Table 8. *Preference for Government Support and Incentives for Various Energy Sources in Relation to Community Size, Region and Individual Attributes*

	Would you prefer the government to increase, decrease or not change the support and incentives it gives for producing energy from the following sources?							
	Traditional sources such as oil, gas and coal				*Nuclear power*			
	Decrease	*Not change*	*Increase*	*Chi-square (sig.)*	*Decrease*	*Not change*	*Increase*	*Chi-square (sig.)*
				Percentages				
Total	29	33	39		23	35	42	
Community Size		(n = 2544)				(n = 2522)		
Less than 500	30	36	34		22	42	36	
500 - 999	26	34	40		24	35	42	
1,000 - 4,999	30	33	37	χ^2 =	24	37	38	χ^2 =
5,000 - 9,999	31	29	41	7.10	23	31	46	20.50*
10,000 and up	28	33	39	(.526)	21	33	46	(.009)
Region		(n = 2581)				(n = 2555)		
Panhandle	29	31	40		25	30	45	
North Central	31	29	40		26	33	42	
South Central	26	36	39	χ^2 =	21	38	41	χ^2 =
Northeast	31	33	36	11.74	22	37	42	8.94
Southeast	30	30	40	(.163)	22	35	43	(.348)
Income Level		(n = 2388)				(n = 2368)		
Under $20,000	31	34	35		35	36	30	
$20,000 - $39,999	28	35	37	χ^2 =	24	36	40	χ^2 =
$40,000 - $59,999	30	32	38	4.38	21	37	42	53.20*
$60,000 and over	30	31	39	(.625)	19	31	50	(.000)
Age		(n = 2598)				(n = 2569)		
19 - 29	36	34	30		26	39	35	
30 - 39	36	33	31		30	35	35	
40 - 49	29	34	37	χ^2 =	24	40	37	χ^2 =
50 - 64	27	30	43	57.51*	21	32	47	69.37*
65 and older	21	33	47	(.000)	15	34	52	(.000)
Education		(n = 2515)				(n = 2492)		
Less than HS diploma	27	34	39		22	46	33	
H.S. diploma	26	31	43	χ^2 =	26	34	40	χ^2 =
Some college	29	32	39	18.79*	24	35	42	14.53*
Bachelors degree	32	35	33	(.005)	19	37	44	(.024)
Occupation		(n = 1864)				(n = 1854)		
Mgt, prof or education	33	33	34		21	35	44	
Sales or office support	24	33	44		27	37	37	
Constrn, inst or maint	40	24	37		24	27	49	
Prodn/trans/warehsing	28	36	37		18	39	44	
Agriculture	30	34	37	χ^2 =	21	29	50	χ^2 =
Food serv/pers. care	35	33	33	21.93	40	35	25	54.84*
Hlthcare supp/safety	30	35	35	(.080)	27	41	33	(.000)
Other	26	39	35		17	32	51	
Involvement with Ag		(n = 2531)		χ^2 =		(n = 2509)		χ^2 =
Involved in ag	29	33	38	0.24	23	35	42	0.64
Not involved in ag	29	32	39	(.887)	23	36	41	(.726)
Generations Removed from Farm		(n = 2534)				(n = 2505)		
0	27	31	42		20	35	45	
1	28	32	40		23	38	40	
2	30	36	34	χ^2 =	26	31	43	χ^2 =
3	47	29	24	20.39*	21	39	39	11.95
No farming history	29	33	38	(.009)	24	35	41	(.153)

Appendix Table 8 continued.

	Would you prefer the government to increase, decrease or not change the support and incentives it gives for producing energy from the following sources?			
	Alternative sources such as wind and solar			
	Decrease	*Not change*	*Increase*	*Chi-square (sig.)*
		Percentages		
Total	5	9	86	
Community Size		(n = 2569)		
Less than 500	6	12	82	
500 - 999	6	8	86	
1,000 - 4,999	4	10	86	χ^2 =
5,000 - 9,999	5	7	88	7.67
10,000 and up	6	9	86	(.466)
Region		(n = 2609)		
Panhandle	4	6	90	
North Central	7	8	85	
South Central	5	10	85	χ^2 =
Northeast	6	10	85	11.39
Southeast	4	9	86	(.181)
Income Level		(n = 2410)		
Under $20,000	6	11	83	
$20,000 - $39,999	6	10	85	χ^2 =
$40,000 - $59,999	3	9	89	19.50*
$60,000 and over	7	8	85	(.003)
Age		(n = 2624)		
19 - 29	4	12	84	
30 - 39	5	8	87	
40 - 49	6	10	85	χ^2 =
50 - 64	6	9	86	11.98
65 and older	5	7	88	(.152)
Education		(n = 2541)		
Less than HS diploma	7	11	82	
H.S. diploma	5	10	85	χ^2 =
Some college	4	9	88	8.03
Bachelors degree	6	9	85	(.236)
Occupation		(n = 1868)		
Mgt, prof or education	4	9	88	
Sales or office support	7	8	86	
Constrn, inst or maint	5	5	90	
Prodn/trans/warehsing	3	9	88	
Agriculture	10	11	78	χ^2 =
Food serv/pers. care	6	10	84	39.12*
Hlthcare supp/safety	1	8	91	(.000)
Other	0	17	83	
Involvement with Ag		(n = 2558)		χ^2 =
Involved in ag	5	8	86	2.54
Not involved in ag	4	10	86	(.280)
Generations Removed from Farm		(n = 2556)		
0	5	8	86	
1	4	10	86	
2	7	7	86	χ^2 =
3	4	4	91	11.03
No farming history	4	10	86	(.200)

Appendix Table 9. *Opinions About Alternative Energy Sources by Community Size, Region and Individual Attributes*

	Regarding alternative energy sources, such as wind and solar…							
	We will need to invest in alternative energy sources to meet future energy needs.				*We should invest in alternative energy now even if it is more expensive in the short term.*			
	Disagree	*Neither*	*Agree*	*Chi-square (sig.)*	*Disagree*	*Neither*	*Agree*	*Chi-square (sig.)*
				Percentages				
Total	5	8	88		10	19	71	
Community Size		(n = 2584)				(n = 2569)		
Less than 500	4	12	84		12	21	67	
500 - 999	3	6	91		10	19	72	
1,000 - 4,999	4	7	88	χ^2 =	9	19	72	χ^2 =
5,000 - 9,999	5	9	86	14.28	10	23	67	10.91
10,000 and up	5	7	88	(.075)	11	16	73	(.207)
Region		(n = 2621)				(n = 2603)		
Panhandle	4	6	91		10	17	73	
North Central	6	10	84		16	17	67	
South Central	4	8	88	χ^2 =	9	19	72	χ^2 =
Northeast	5	9	86	11.46	9	20	70	21.79*
Southeast	4	7	89	(.177)	8	18	73	(.005)
Income Level		(n = 2416)				(n = 2405)		
Under $20,000	4	10	87		8	26	66	
$20,000 - $39,999	4	9	87	χ^2 =	11	20	70	χ^2 =
$40,000 - $59,999	3	7	90	22.88*	9	18	73	23.29*
$60,000 and over	7	6	87	(.001)	10	14	76	(.001)
Age		(n = 2637)				(n = 2620)		
19 - 29	3	16	81		13	27	60	
30 - 39	5	6	89		8	20	72	
40 - 49	5	9	87	χ^2 =	9	21	70	χ^2 =
50 - 64	5	5	89	57.11*	10	16	74	44.36*
65 and older	4	6	91	(.000)	10	14	77	(.000)
Education		(n = 2554)				(n = 2539)		
Less than HS diploma	2	10	88		8	29	63	
H.S. diploma	3	9	89	χ^2 =	10	21	70	χ^2 =
Some college	4	9	87	20.20*	11	18	71	11.65
Bachelors degree	6	6	88	(.003)	9	17	74	(.070)
Occupation		(n = 1883)				(n = 1875)		
Mgt, prof or education	5	7	88		10	16	75	
Sales or office support	4	7	89		9	22	69	
Constrn, inst or maint	3	4	93		11	15	74	
Prodn/trans/warehsing	8	6	86		16	17	67	
Agriculture	8	7	86	χ^2 =	10	15	75	χ^2 =
Food serv/pers. care	1	10	89	29.70*	9	31	60	32.98*
Hlthcare supp/safety	2	11	87	(.008)	8	19	74	(.003)
Other	8	14	78		15	20	65	
Involvement with Ag		(n = 2569)		χ^2 =		(n = 2553)		χ^2 =
Involved in ag	5	6	89	13.34*	10	18	72	0.96
Not involved in ag	4	10	87	(.001)	10	19	71	(.618)
Generations Removed from Farm		(n = 2568)				(n = 2552)		
0	5	8	88		11	18	72	
1	5	8	87		11	19	70	
2	5	6	89	χ^2 =	10	18	72	χ^2 =
3	3	4	93	10.46	9	11	80	4.81
No farming history	3	9	87	(.234)	10	20	70	(.777)

Appendix Table 9 continued.

	Regarding alternative energy sources, such as wind and solar…			
	Investment in alternative energy sources will be an economic boon to Nebraska.			
	Disagree	*Neither*	*Agree*	*Chi-square (sig.)*
		Percentages		
Total	7	21	72	
Community Size		(n = 2560)		
Less than 500	6	25	69	
500 - 999	6	16	78	
1,000 - 4,999	6	25	70	χ^2 =
5,000 - 9,999	4	21	75	25.38*
10,000 and up	9	19	72	(.001)
Region		(n = 2593)		
Panhandle	5	18	78	
North Central	9	24	67	
South Central	6	23	71	χ^2 =
Northeast	7	20	74	12.22
Southeast	6	22	72	(.142)
Income Level		(n = 2396)		
Under $20,000	4	22	74	
$20,000 - $39,999	8	22	70	χ^2 =
$40,000 - $59,999	5	21	74	15.82*
$60,000 and over	9	20	71	(.015)
Age		(n = 2608)		
19 - 29	4	40	56	
30 - 39	8	25	68	
40 - 49	7	22	71	χ^2 =
50 - 64	8	15	77	141.66*
65 and older	6	12	83	(.000)
Education		(n = 2528)		
Less than HS diploma	6	21	73	
H.S. diploma	6	19	75	χ^2 =
Some college	6	23	71	5.01
Bachelors degree	7	22	71	(.543)
Occupation		(n = 1870)		
Mgt, prof or education	7	22	71	
Sales or office support	5	23	72	
Constrn, inst or maint	4	21	75	
Prodn/trans/warehsing	11	20	69	
Agriculture	9	18	73	χ^2 =
Food serv/pers. care	3	28	69	28.00*
Hlthcare supp/safety	4	30	66	(.014)
Other	6	30	64	
Involvement with Ag		(n = 2548)		χ^2 =
Involved in ag	7	20	73	2.79
Not involved in ag	6	23	71	(.248)
Generations Removed from Farm		(n = 2545)		
0	6	21	73	
1	8	20	72	
2	6	22	72	χ^2 =
3	1	19	80	8.43
No farming history	7	24	70	(.392)

Appendix Table 10. *Reasons to Conserve Energy by Community Size, Region and Individual Attributes*

	My household should conserve our use of energy to…							
	Limit climate change				*Conserve existing energy sources for future generations*			
	Disagree	*Neither*	*Agree*	*Chi-square (sig.)*	*Disagree*	*Neither*	*Agree*	*Chi-square (sig.)*
				Percentages				
Total	19	27	54		5	15	80	
Community Size		(n = 2552)				(n = 2565)		
Less than 500	19	31	50		8	17	75	
500 - 999	22	23	54		6	14	80	
1,000 - 4,999	18	32	50	χ^2 =	4	16	80	χ^2 =
5,000 - 9,999	20	26	54	20.69*	3	14	83	12.77
10,000 and up	19	24	57	(.008)	5	15	81	(.120)
Region		(n = 2584)				(n = 2596)		
Panhandle	22	27	51		3	15	82	
North Central	20	30	50		7	16	77	
South Central	19	28	54	χ^2 =	5	17	78	χ^2 =
Northeast	20	25	56	8.72	4	12	84	17.21*
Southeast	16	28	56	(.366)	4	15	81	(.028)
Income Level		(n = 2397)				(n = 2407)		
Under $20,000	13	30	57		4	16	80	
$20,000 - $39,999	18	30	52	χ^2 =	5	16	80	χ^2 =
$40,000 - $59,999	20	23	57	26.14*	5	14	81	2.79
$60,000 and over	23	28	49	(.000)	5	13	82	(.835)
Age		(n = 2597)				(n = 2611)		
19 - 29	17	26	57		3	20	77	
30 - 39	20	31	49		6	15	79	
40 - 49	20	28	52	χ^2 =	4	15	81	χ^2 =
50 - 64	19	24	57	11.71	5	12	83	19.50*
65 and older	20	28	52	(.165)	5	15	80	(.012)
Education		(n = 2519)				(n = 2530)		
Less than HS diploma	11	32	57		8	20	72	
H.S. diploma	16	29	55	χ^2 =	3	16	81	χ^2 =
Some college	19	28	53	19.02*	5	16	79	13.31*
Bachelors degree	23	24	53	(.004)	6	12	82	(.038)
Occupation		(n = 1875)				(n = 1878)		
Mgt, prof or education	18	29	53		4	15	81	
Sales or office support	21	32	47		5	18	77	
Constrn, inst or maint	21	23	57		4	19	77	
Prodn/trans/warehsing	14	25	61		3	10	87	
Agriculture	37	26	37	χ^2 =	9	13	79	χ^2 =
Food serv/pers. care	11	25	64	76.44*	2	13	85	32.42*
Hlthcare supp/safety	13	27	60	(.000)	3	11	86	(.003)
Other	32	27	41		13	13	75	
Involvement with Ag		(n = 2535)		χ^2 =		(n = 2550)		χ^2 =
Involved in ag	23	26	51	23.83*	7	14	80	17.75*
Not involved in ag	16	29	56	(.000)	3	16	80	(.000)
Generations Removed from Farm		(n = 2534)				(n = 2548)		
0	24	27	49		5	14	82	
1	21	28	51		6	16	78	
2	19	25	56	χ^2 =	4	11	85	χ^2 =
3	18	21	61	27.98*	3	17	80	15.70*
No farming history	15	28	58	(.000)	4	17	79	(.047)

Appendix Table 10 continued.

	My household should conserve our use of energy to…							
	Protect our natural environment				*Decrease our dependence on foreign energy sources*			
	Disagree	*Neither*	*Agree*	*Chi-square (sig.)*	*Disagree*	*Neither*	*Agree*	*Chi-square (sig.)*
				Percentages				
Total	4	12	85		3	7	90	
Community Size		(n = 2566)				(n = 2594)		
Less than 500	5	16	79		1	11	87	
500 - 999	4	11	85		2	4	94	
1,000 - 4,999	4	13	82	χ^2 =	4	8	88	χ^2 =
5,000 - 9,999	1	10	89	24.01*	1	4	95	30.50*
10,000 and up	5	9	86	(.002)	4	7	89	(.000)
Region		(n = 2600)				(n = 2629)		
Panhandle	3	11	86		2	4	95	
North Central	5	12	84		3	7	91	
South Central	5	15	80	χ^2 =	3	10	88	χ^2 =
Northeast	3	9	87	21.51*	4	6	90	18.64*
Southeast	3	9	88	(.006)	3	7	90	(.017)
Income Level		(n = 2409)				(n = 2427)		
Under $20,000	2	11	87		3	9	89	
$20,000 - $39,999	5	13	82	χ^2 =	3	9	88	χ^2 =
$40,000 - $59,999	3	12	85	9.95	2	7	91	7.87
$60,000 and over	5	10	85	(.127)	3	6	92	(.248)
Age		(n = 2614)				(n = 2644)		
19 - 29	3	15	82		3	14	83	
30 - 39	5	13	83		4	10	87	
40 - 49	3	11	86	χ^2 =	2	6	92	χ^2 =
50 - 64	5	10	85	14.79	3	4	93	51.28*
65 and older	4	11	86	(.063)	3	6	91	(.000)
Education		(n = 2533)				(n = 2562)		
Less than HS diploma	3	20	78		6	14	81	
H.S. diploma	2	11	86	χ^2 =	2	8	89	χ^2 =
Some college	5	12	84	14.11*	3	7	90	15.05*
Bachelors degree	4	10	86	(.028)	2	6	92	(.020)
Occupation		(n = 1883)				(n = 1889)		
Mgt, prof or education	3	12	85		2	7	91	
Sales or office support	2	15	83		3	6	92	
Constrn, inst or maint	3	10	87		4	7	90	
Prodn/trans/warehsing	4	8	89		4	4	92	
Agriculture	8	11	81	χ^2 =	6	8	86	χ^2 =
Food serv/pers. care	1	7	92	32.23*	3	8	89	18.09
Hlthcare supp/safety	3	8	89	(.004)	1	7	92	(.203)
Other	6	14	79		2	11	88	
Involvement with Ag		(n = 2553)		χ^2 =		(n = 2576)		χ^2 =
Involved in ag	4	12	84	2.45	3	6	91	3.78
Not involved in ag	3	11	86	(.294)	3	8	89	(.151)
Generations Removed from Farm		(n = 2548)				(n = 2578)		
0	4	12	84		2	6	92	
1	5	13	82		3	8	89	
2	4	8	89	χ^2 =	3	7	90	χ^2 =
3	1	9	90	13.63	1	3	96	14.16
No farming history	3	12	85	(.092)	3	9	88	(.078)

CARI Research Report 10-1, September 2010

It is the policy of the University of Nebraska-Lincoln not to discriminate on the basis of sex, age, disability, race, color, religion, marital status, veteran's status, national or ethnic origin, or sexual orientation.