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2006 Nebraska Rural Poll Results: Views of Life in Nebraska's Rural Communities

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CENTER FOR APPLIED RURAL INNOVATION

A Research Report*

**Views of Life in Nebraska's Rural
Communities**

2006 Nebraska Rural Poll Results

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UNIVERSITY OF
Nebraska
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Center Research Report 06-3, September 2006.

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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/>

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, the University of Nebraska Rural Initiative and the University of Nebraska Public Policy Center. A special note of appreciation is extended to the staff at the Pierce County Extension Office for the space needed to conduct this survey and to the Nebraska Library Commission for use of the laptops.

Table of Contents

| | |
|--|-----------|
| Executive Summary | i |
| Introduction | 1 |
| Trends in Community Ratings (1996 - 2006) | 2 |
| <i>Figure 1. Community Change, 1996 - 2006</i> | 2 |
| <i>Figure 2. Community Change for Towns with Less than 500 People, 1998 - 2006</i> | 3 |
| <i>Figure 3. Community Change for Towns with More than 10,000 People, 1998 - 2006</i> .. | 3 |
| <i>Figure 4. Expected Destination of Those Planning to Move: 1998 - 2006</i> | 4 |
| <i>Table 1. Proportions of Respondents Very or Somewhat Satisfied with Each Service, 1997 - 2006</i> | 6 |
| The Community and Its Attributes in 2006 | 5 |
| <i>Figure 5. Perceptions of Community Change by Community Size</i> | 7 |
| <i>Figure 6. Dissatisfaction with Cellular Phone Service by Community Size</i> | 9 |
| <i>Figure 7. Feelings About Community</i> | 10 |
| <i>Figure 8. Difficulty or Ease of Leaving Community</i> | 11 |
| <i>Figure 9. Ease or Difficulty Leaving Community by Length of Residence in Community</i> | 12 |
| Plans to Leave the Community | 13 |
| Conclusion | 13 |

List of Appendix Tables and Figures

Appendix Figure 1. Regions of Nebraska 15

Appendix Table 1. Demographic Profile of Rural Poll Respondents Compared to 2000
Census 16

Appendix Table 2. Perceptions of Community Change by Community Size, Region and
Individual Attributes 17

Appendix Table 3. Measures of Community Attributes in Relation to Community Size, Region
and Individual Attributes 19

Appendix Table 4. Level of Satisfaction with Community Services and Amenities 21

Appendix Table 5. Measures of Satisfaction with Ten Services and Amenities in Relation to
Community Size, Region and Individual Attributes 22

Appendix Table 6. Feelings About Community by Region, Community Size and Individual
Attributes 25

Appendix Table 7. Opinions About Leaving Community by Community Size, Region and
Individual Attributes 28

Appendix Table 8. Size of Community Identify With by Community Size, Region and
Individual Attributes 29

Appendix Table 9. Plans to Leave Community by Community Size, Region and Individual
Attributes 31

Executive Summary

Many rural communities have experienced population growth during the past decade. Communities can continue to attract new residents and maintain their current population by enhancing and promoting their amenities and services. 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?

This report details 2,482 responses to the 2006 Nebraska Rural Poll, the eleventh 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 ten 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:

- ***During the past three years, the proportion of rural Nebraskans that have viewed positive change in their communities has increased.*** Following a seven year period of general decline, the proportion saying their community has changed for the better increased from 22 percent in 2003 (the lowest point over the eleven year period) to 32 percent this year. (page 2)
- ***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 (62%) and supportive (65%). (page 7)
 - ✓ *Many rural Nebraskans express positive sentiments about their community.* Over two-thirds (69%) agree with the statement that “my community is very special to me.” And approximately two-thirds agree with the statement that “I feel I can really be myself in my community.” (page 10)
 - ✓ *Over one-half of rural Nebraskans say it would be difficult to leave their community.* Fifty-two percent say it would be difficult for their household to leave their community. Less than one-third (31%) 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-nine 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 24 percent of persons living in or near communities with less than 500 people. (page 5)
- ✓ *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.* Approximately 67 percent of persons living in or near communities with populations under 5,000 say their community is trusting, compared to 55 percent of persons living in or near communities with populations of 10,000 or more. (page 7)
 - ✓ *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-six 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, approximately 27 percent of persons living in or near communities with populations of 5,000 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 three fourths of rural Nebraskans are satisfied with the following services or amenities: fire protection (88%), emergency care services (76%), parks and recreation (76%), and library services (75%). On the other hand, at least one-third of rural Nebraskans are dissatisfied with the entertainment, retail shopping, local government and restaurants in their community. (page 7)
 - ***Long-term residents are more likely than newcomers to the community to have positive feelings about their community.***
 - ✓ *Long-term residents are more likely than newcomers to the community to express positive sentiments about their community.* As an example, 71 percent of persons living in their community for more than five years agree with the statement that my community is very special to me, compared to 51 percent of persons living in the community for five years or less. (page 11)
 - ✓ *Long term residents are more likely than newcomers to say it would be difficult to leave their community.* Fifty-four 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 35 percent of persons living in the community for five years or less.
(page 12)

Introduction

Recent community level Census data and the recent report from this survey show that many communities in Nebraska have experienced growth. Communities have the potential to both attract new residents and maintain their current population by enhancing and promoting their amenities and services.

Given these challenges and opportunities, 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? This paper provides a detailed analysis of these questions.

The 2006 Nebraska Rural Poll is the eleventh annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their community.

Methodology and Respondent Profile

This study is based on 2,482 responses from Nebraskans living in the 84 non-metropolitan counties in the state. A self-administered questionnaire was mailed in February and March 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, work, new residents, immigration, and making a living. 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 six 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 average age of respondents is 56 years. Sixty-nine percent are married (Appendix Table 1) and 71 percent live within the city limits of a town or village. On average, respondents have lived in Nebraska 48 years and have lived in their current community 32 years. Fifty-two percent are living in or

near towns or villages with populations less than 5,000. Ninety-two percent have attained at least a high school diploma.

Forty-nine percent of the respondents report their 2005 approximate household income from all sources, before taxes, as below \$40,000. Thirty-six percent report incomes over \$50,000.

Seventy-two percent were employed in 2005 on a full-time, part-time, or seasonal basis. Twenty-five percent are retired. Thirty-five percent of those employed reported working in a professional, technical or administrative occupation. Fourteen percent indicated they were farmers or ranchers. The employed respondents who do not work in their home or their nearest community reported having to drive an average of 31 miles, one way, to their primary job.

Trends in Community Ratings (1996 - 2006)

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

Community Change

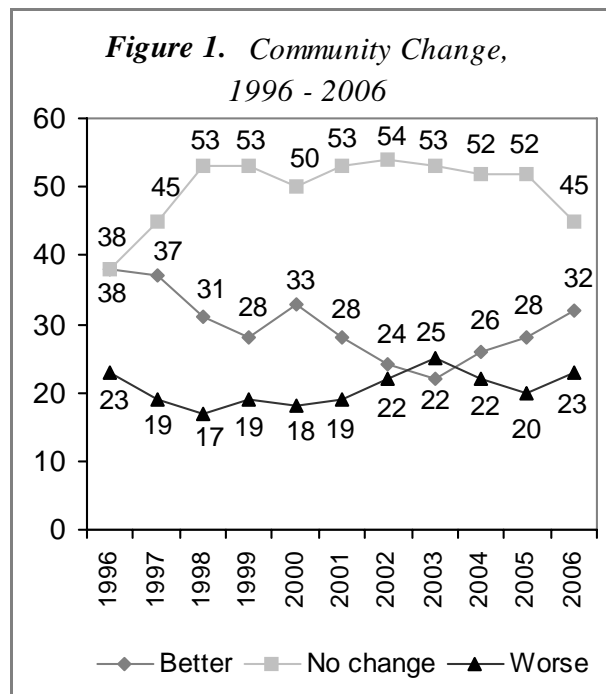
To examine respondents’ perceptions of how their community has changed, they were asked the question, “Communities across the nation are undergoing change. When you think about this past year, would you say...My community has changed for the...” Answer categories were better, no change or worse.

One difference in the wording of this question has occurred over the past eleven

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, this year the middle response “same” was replaced with “no change.”

During the past three years, the proportion of rural Nebraskans that have viewed positive change in their communities has increased (Figure 1). Following a seven year period of general decline, the proportion saying their community has changed for the better increased from 22 percent in 2003 (the lowest point over the eleven year period) to 32 percent this year. This pattern seems to follow the economic conditions that existed in the state during this time period.

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 then declined



this year. The proportion saying their community has changed for the worse has remained fairly steady across all eleven years.

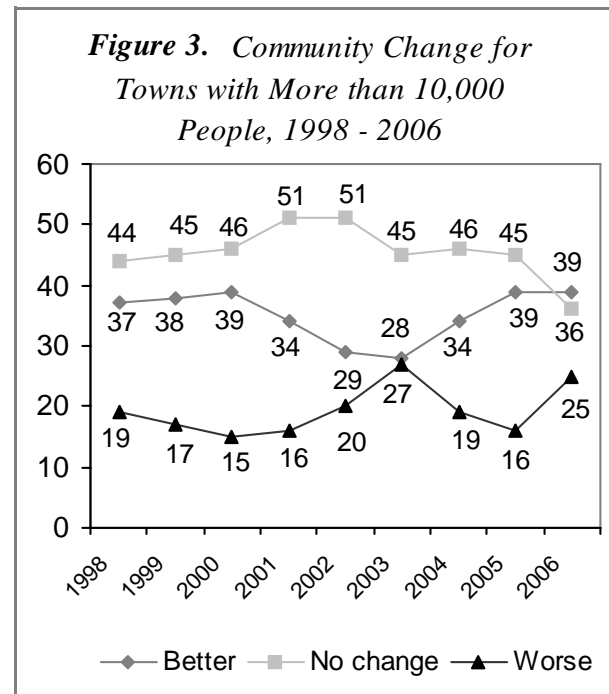
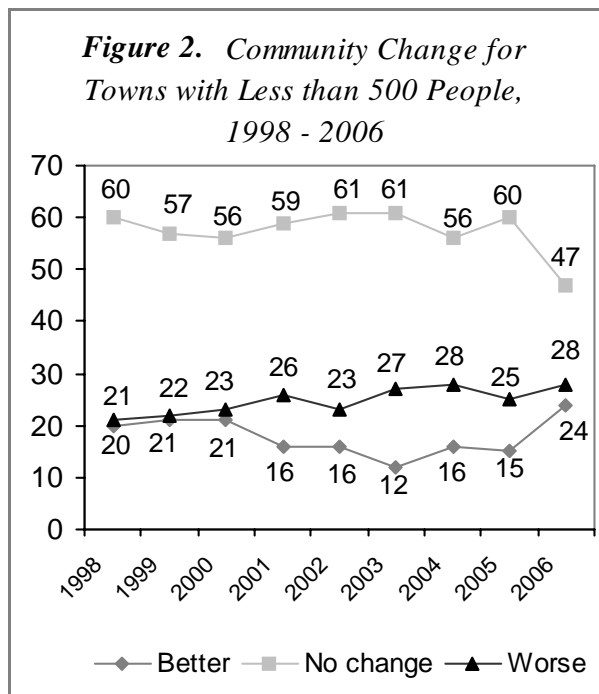
When viewing the perceptions of community change over time by community size, responses in the smallest communities (those with populations less than 500) have been very stable over time (Figure 2). Between 1998 and 2000, the proportion saying their community has changed for the worse was approximately the same as the proportion saying their community has changed for the better. Starting in 2001, the proportion saying their community changed for the worse became greater than the proportion saying their community changed for the better. The gap between these two proportions became the greatest in 2003 and since that time has begun to shrink again.

Responses from the largest communities (those with populations of 10,000 or more)

have had more variation over time as compared to the responses from the smallest communities (Figure 3). Between 1998 and 2002, the proportion saying their community has changed for the better was greater than the proportion saying their community had changed for the worse. However, in 2003, these two proportions were approximately the same. In 2004 through 2006, the proportion saying their community had changed for the better once again became greater than the proportion saying their community had changed for the worse. And this year, for the first time, the proportion saying their community has changed for the better was greater than the proportion saying there had been no change in the community.

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.

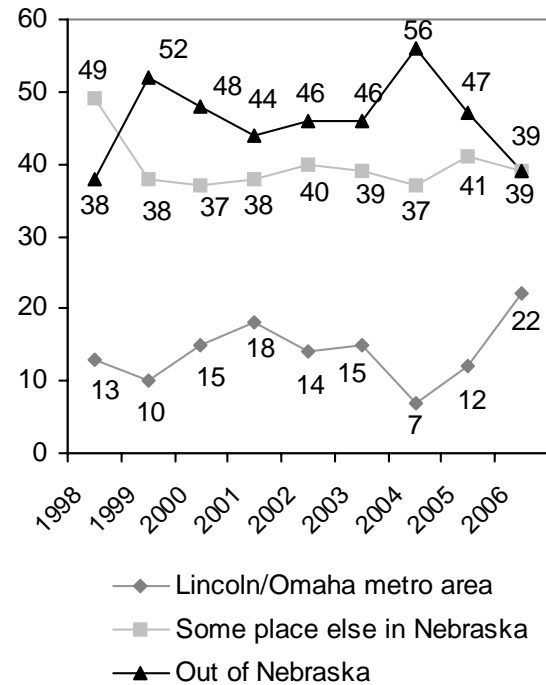
The proportion of respondents who view their community as friendly has remained fairly steady over the eleven year period, ranging from 68 to 76 percent.¹ The proportion of respondents who view their community as trusting have also remained fairly steady, ranging from 59 to 66 percent. A similar pattern 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 68 percent over the eleven 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 nine years. Approximately three percent of the respondents in the first five studies for which this question was asked indicated they were planning to leave their community in the next year. During the most recent four years, that proportion was five percent.

The expected destination for the persons planning to move has changed over time (Figure 4). During the past three years of this study, the proportion of expected movers

Figure 4. Expected Destination of Those Planning to Move: 1998 - 2006



planning to leave the state has decreased, while the proportion planning to move to either the Omaha or Lincoln area has increased.

The proportion planning to move to either the Lincoln or Omaha metropolitan areas steadily increased between 1999 and 2001 (from 10 to 18 percent). However, the proportion planning to move to one of those cities declined between 2001 and 2004 (from 18 to 7 percent). The proportion then increased to 12 percent last year and to 22 percent this year (the highest proportion during the nine year period). The proportion planning to move to some other place in Nebraska has remained fairly steady since 1999.

¹ The responses on the 7-point scale are converted to percentages as follows: values of 1, 2, and 3 are categorized as friendly, trusting, and supportive; values of 5, 6, and 7 are categorized as unfriendly, distrusting, and hostile; and a value of 4 is categorized as no opinion.

The proportion of expected movers planning to leave the state decreased from 1999 to 2003 (from 52 to 46 percent), then increased to 56 percent in 2004 – the highest proportion in all nine years that this question has been asked. However, the proportion planning to leave the state decreased to 47 percent last year and again to 39 percent this year.

Satisfaction with Community Services and Amenities

Respondents were also asked how satisfied they are with various community services and amenities each year. They were asked this in all eleven studies; however, in 1996 they were also asked about the availability of these services. Therefore, comparisons will only be made between the last ten studies, when the question wording was identical. The respondents were asked how satisfied they were with a list of 26 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 ten years. In addition, many of the proportions remained fairly consistent between the years. A few services have shown some variation over time, however. Senior centers, nursing home care, day care services, mental health services and bus service all had the greatest satisfaction proportions in 1997. Since that time, they have shown a general decline in the proportion satisfied with each of these services. As an example, 69 percent of rural Nebraskans in 1997 were satisfied with the senior centers in their community. The proportion declined to 60 percent this year.

The Community and Its Attributes in 2006

In this section, the 2006 data on respondents' evaluations of their communities and its attributes are first summarized and then examined in terms of any 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

Almost one-third (32%) of the respondents state their community has changed for the better during the past year, 23 percent say their community has changed for the worse, and 45 percent believe their community has not changed (see Figure 1). 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-nine 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 24 percent of persons living in or near communities with less than 500 people (Figure 5).

The other groups most likely to say their community has changed for the better include: persons living in both the South Central and North Central regions (see Appendix Figure 1 for the counties included in each region), the youngest persons,

Table 1. Proportions of Respondents Very or Somewhat Satisfied with Each Service, 1997 - 2006

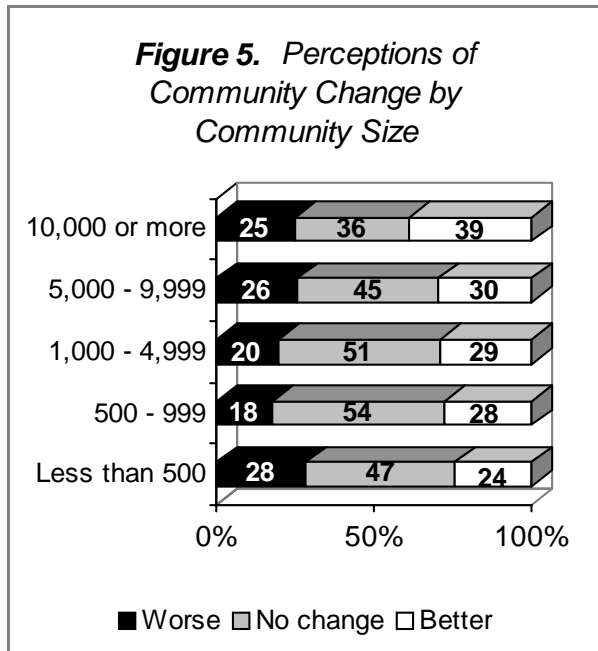
| <i>Service/Amenity</i> | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 | 1998 | 1997 |
|------------------------|------|------|------|------|------|------|------|------|------|------|
| Parks & recreation | 76 | 74 | 75 | 77 | 76 | 74 | 77 | 75 | 77 | 77 |
| Library services | 75 | 74 | 74 | 75 | 76 | 73 | 79 | 73 | 78 | 79 |
| Basic medical care | 73 | 73 | 73 | 72 | 71 | 73 | 72 | 71 | 73 | 75 |
| Education (K - 12) | 70 | 69 | 69 | 70 | 70 | 70 | 73 | 72 | 74 | 71 |
| Highways/bridges | 70 | 69 | 70 | 70 | 70 | 66 | 68 | 68 | 66 | NA |
| Sewage/waste | | | | | | | | | | |
| water disposal | 68 | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| Sewage disposal | NA | 65 | 68 | 65 | 67 | 63 | 64 | 65 | 63 | 69 |
| Water disposal | NA | 64 | 66 | 63 | 65 | 62 | 62 | 62 | 61 | 67 |
| Solid waste | | | | | | | | | | |
| disposal | 65 | 64 | 65 | 64 | 65 | 61 | 60 | 61 | 59 | 61 |
| Law enforcement | 65 | 65 | 64 | 66 | 64 | 62 | 64 | 63 | 63 | 66 |
| Housing | 63 | 61 | 62 | 61 | 62 | 58 | 57 | 63 | 62 | 62 |
| Streets | 61 | 61 | 61 | 62 | 63 | 53 | 59 | 63 | 59 | NA |
| Senior centers | 60 | 63 | 63 | 65 | 66 | 62 | 62 | 65 | 66 | 69 |
| Nursing home care | 58 | 58 | 59 | 61 | 62 | 58 | 59 | 62 | 63 | 65 |
| Restaurants | 55 | 55 | 57 | 55 | 53 | 55 | 55 | 57 | 58 | 60 |
| Retail shopping | 48 | 49 | 50 | 46 | 47 | 48 | 47 | 50 | 48 | 53 |
| Day care services | 42 | 44 | 47 | 46 | 45 | 43 | 46 | 45 | 50 | 51 |
| Local government | 42 | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| County government | NA | 49 | 50 | 53 | 49 | 51 | 50 | 54 | 53 | 50 |
| City/village | | | | | | | | | | |
| government | NA | 47 | 46 | 49 | 47 | 48 | 46 | 52 | 50 | 48 |
| Head start | | | | | | | | | | |
| programs | 39 | 40 | 42 | 41 | 39 | 39 | 40 | 38 | 40 | 44 |
| Entertainment | 36 | 34 | 37 | 34 | 35 | 34 | 33 | 35 | 35 | 38 |
| Mental health | | | | | | | | | | |
| services | 29 | 31 | 32 | 31 | 32 | 31 | 31 | 30 | 33 | 35 |
| Airport | 28 | 33 | 34 | 34 | 34 | 31 | 31 | NA | NA | NA |
| Airline service | 16 | 16 | 19 | 17 | 17 | 16 | 16 | NA | NA | NA |
| Taxi service | 12 | 13 | 14 | 12 | 12 | 11 | 9 | 8 | 8 | 12 |
| Rail service | 11 | 11 | 14 | 12 | 12 | 11 | 10 | 12 | 11 | 15 |
| Bus service | 8 | 8 | 12 | 11 | 10 | 11 | 9 | 11 | 11 | 14 |

NA = Not asked that particular year

respondents with the highest household incomes, persons with the highest education levels, and respondents with sales or professional occupations.

Community Social Dimensions

In addition to asking respondents about their perceptions of the change occurring in their



community, they were also asked to rate its social dimensions. They were asked if they would describe their communities as friendly or unfriendly, trusting or distrusting, and supportive or hostile. Overall, respondents rate their communities as friendly (73%), trusting (62%) and supportive (65%).

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. Approximately 67 percent of persons living in or near communities with populations under 5,000 say their community is trusting, compared to 55 percent of persons living in or near communities with populations of 10,000 or more.

When comparing responses by age, persons

age 65 and older are more likely than younger respondents to view their community as trusting and supportive. Both the oldest and youngest respondents are the age groups most likely to rate their community as friendly.

Widowed respondents are the marital group most likely to view their community as trusting and supportive. As an example, 70 percent of widowed respondents say their community is trusting, compared to 54 percent of divorced/separated respondents.

Satisfaction with Community Services and Amenities

Next, rural residents were asked to rate how satisfied they are with 29 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 (88%), emergency care services (76%), parks and recreation (76%), library services (75%), religious organizations (74%), basic medical care services (73%), highways and bridges (70%) and education (K - 12) (70%) (Appendix Table 4). At least one-third of the respondents are either "very dissatisfied" or "somewhat dissatisfied" with entertainment (43%), retail shopping (39%), local government (37%) and restaurants (34%).

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, 56 percent of persons between the ages of 19 and 39 are dissatisfied with entertainment, compared to only 27 percent of persons age 65 and older.

Persons living in or near communities with populations of 500 or more are more likely than persons living in smaller communities to express dissatisfaction with the entertainment in their community. Persons living in or near communities with populations ranging from 500 to 4,999 are the group most likely to be dissatisfied with their retail shopping. Persons living in or near the largest communities are more likely than persons living in or near smaller communities to be satisfied with the restaurants in their community while the latter group is more likely to say they have no opinion.

Persons living in both the Panhandle and North Central regions are more likely than persons living in other regions of the state to express dissatisfaction with the retail shopping in their community. Persons living in the South Central region are the regional group most likely to be satisfied with the entertainment in their community.

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 and restaurants in their community. Females are more likely than males to be dissatisfied with their community's retail shopping.

Both the divorced/separated persons and persons who have never married are more likely than the other marital groups to express dissatisfaction with the entertainment and retail shopping in their community. The divorced/separated respondents and married persons are the marital groups most likely to be dissatisfied with the restaurants in their community.

Persons with higher education levels are more likely than persons with less education to be dissatisfied with the entertainment and restaurants in their community. When comparing responses by occupation, persons with occupations classified as "other" and persons with professional occupations are the groups most likely to be dissatisfied with their community's entertainment. Persons with professional occupations are the group most likely to express dissatisfaction with the retail shopping.

Persons living in the North Central region are more likely than persons living in other regions of the state to express dissatisfaction with their local government. Forty-six percent of North Central residents are dissatisfied with their local government, compared to 32 percent of residents of the Southeast region.

Other groups most likely to express dissatisfaction with their local government include: persons age 40 to 64, males, persons who are divorced/separated and persons with some college education.

The groups most likely to be dissatisfied with their streets include: persons under the age of 65, divorced/separated respondents, persons with some college education and farmers/ranchers. When examining satisfaction with streets by community size, persons living in or near communities with populations of 500 or more are more likely than persons living in or near the smallest communities to be satisfied with their streets. Persons with higher household incomes are more likely than persons with lower incomes to be satisfied with the streets in their community, while the latter group are more likely to have no opinion.

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. Forty-five percent of persons living in or near communities with less than 500 people are dissatisfied with their community's cellular phone service, compared to 22 percent of persons living in or near communities with

populations of 5,000 or more (Figure 6).

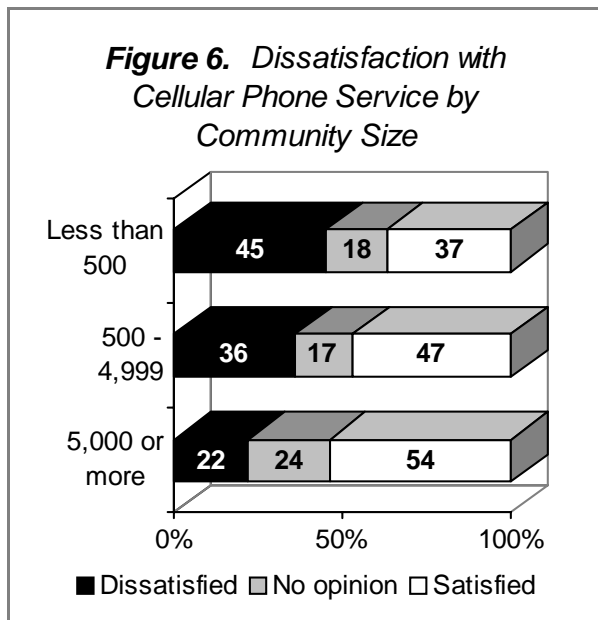
Persons living in the Panhandle and North Central regions are more likely than persons living in other regions of the state to express dissatisfaction with their cellular phone service. Approximately 37 percent of residents of these two regions are dissatisfied with their cellular phone service, compared to 26 percent of persons living in the South Central region.

Other groups most likely to express dissatisfaction with the cellular phone service in their community include: persons with higher household incomes, persons under the age of 65, persons with some college education and laborers. The widowed respondents are the marital group *least* likely to be dissatisfied with their cellular phone service.

The groups most likely to express dissatisfaction with the transportation services (bus, rail and airline services) in their community include: persons living in or near the largest communities, residents of the Panhandle and persons with higher education levels. Persons with the highest household incomes are more likely than persons with lower incomes to be dissatisfied with their airline service. Older persons are more likely than younger persons to be dissatisfied with the bus and rail service in their community.

Persons with professional occupations are the occupation group most likely to be dissatisfied with the bus and airline services.

Persons living in or near the smallest communities are more likely than persons living in or near the larger communities to



express dissatisfaction with their law enforcement. Thirty-five percent of persons living in or near communities with less than 500 people are dissatisfied with their law enforcement. However, only 18 percent of persons living in or near communities with populations of 5,000 or more are dissatisfied with this service.

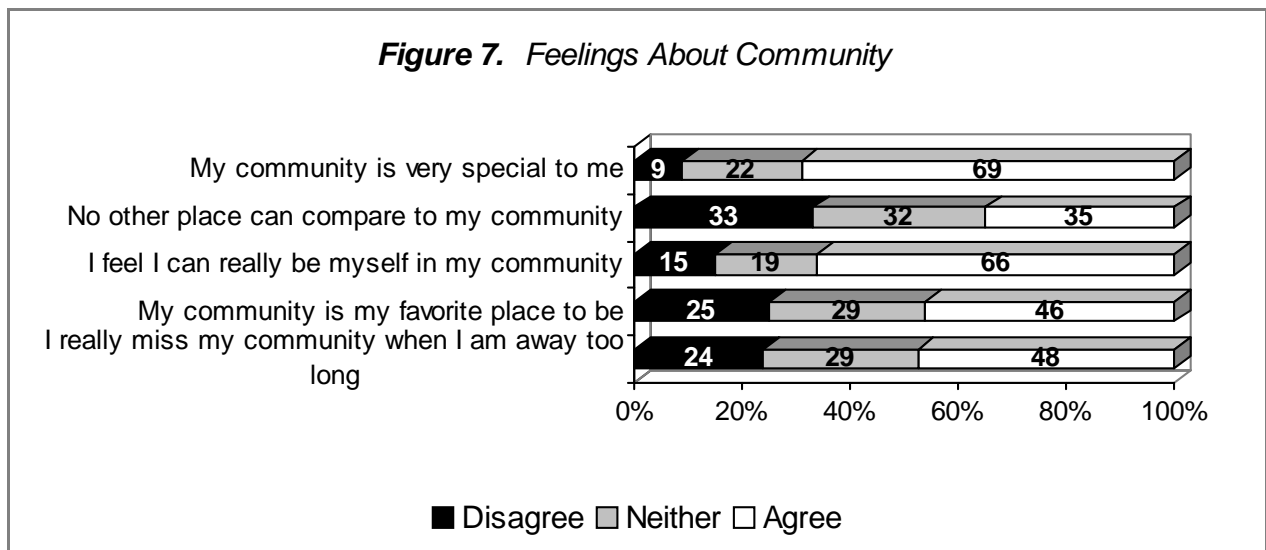
Persons living in the North Central and Panhandle regions are more likely than persons living in other regions of the state to be dissatisfied with the law enforcement in their community. Twenty-eight percent of persons living in these two regions are dissatisfied with their law enforcement, compared to 19 percent of persons living in the Northeast region of the state. Other groups most likely to be dissatisfied with their community’s law enforcement include: persons under the age of 65, divorced/separated respondents, and persons without a four year college degree.

The respondents were next given some statements about their community and were asked the extent to which they agree or disagree with each. Over two-thirds (69%)

agree with the statement that “my community is very special to me.” (Figure 7) And approximately two-thirds 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 each of these statements about their community. As an example, 46 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, approximately 27 percent of persons living in or near communities with populations of 5,000 or more agree with this statement.

Older persons are more likely than younger persons to agree with each statement listed. For example, 63 percent of persons age 65



and older agree with the statement that my community is my favorite place to be, compared to approximately 33 percent of persons under the age of 40.

Long term residents are more likely than newcomers to the community to express positive sentiments about their community. As an example, 71 percent of persons living in their community for more than five years agree with the statement that my community is very special to me, compared to 51 percent of persons living in the community for five years or less.

When comparing responses by marital status and education, widowed respondents and persons with a high school diploma or less education are the groups most likely to agree with each statement.

Two items had statistically significant differences by household income. 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 and I really miss my community when I am away too long.

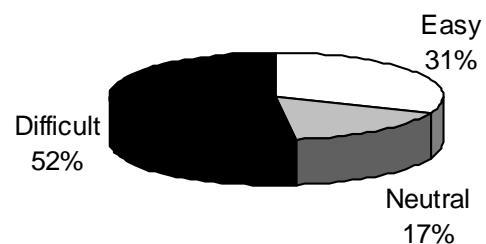
Females are more likely than males to agree with the statement that no other place can compare to my community. When comparing responses by occupation, differences are detected for each statement listed with the exception of my community is very special to me. For the remaining four statements, farmers and ranchers are the group most likely to agree with each statement. Forty-one percent of farmers and ranchers agree with the statement that no other place can compare to my community. In comparison, only 14 percent of persons

with occupations classified as “other” share this opinion.

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. Over one-half (52%) of rural Nebraskans say it would be difficult to leave their community² (Figure 8). Less than one-third (31%) indicate it would be easy for their household to leave their community.

Responses to this question are examined by region, community size and various

Figure 8. Difficulty or Ease of Leaving Community



² 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.

individual attributes (Appendix Table 7). Many differences emerge.

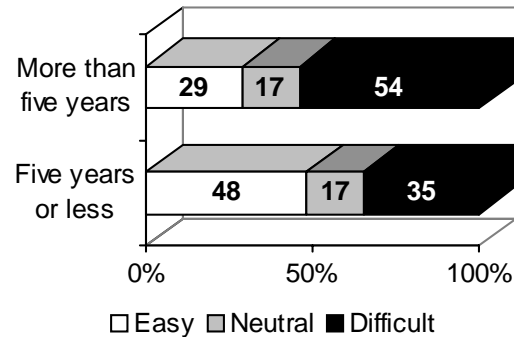
Residents living in or near the smallest communities are more likely than persons living in or near larger communities to think it would be difficult to leave their community. Sixty-three percent of persons living in or near communities with less than 500 people say it would be difficult to leave their community, compared to 43 percent of persons living in or near communities with populations ranging from 5,000 to 9,999. 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 45 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 percent of widowed respondents believe it would be difficult to leave their community, compared to 42 percent of divorced/separated respondents and 44 percent of persons who have never married.

Long term residents of the community are more likely than newcomers to say it would be difficult to leave their community. Fifty-four 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 35 percent of persons living in the community for five years or less (Figure 9).

Other groups most likely to say it would be difficult to leave their community include persons with the lowest education levels and farmers and ranchers.

Figure 9. Ease or Difficulty Leaving Community by Length of Residence in Community



Finally, to determine rural Nebraskans' trade and employment patterns, they were asked a series of questions. First, they were asked the population of their community or nearest community. Next, they were asked if that was the community they most closely identify with in term of their business/employment, retail trade, services, school, etc. If not, they were asked the size of the community they most closely identify with in terms of the items listed.

Most rural Nebraskans (80%) identify with their community or nearest community in terms of their employment, retail trade, services and school. Of those 20 percent of respondents identifying with a different community, most (70%) say that community has a population of 5,000 or more. In fact, 43 percent identify with a community with a population of 20,000 or more.

The responses to this question were analyzed by community size, region and various individual attributes (Appendix Table 8). Some differences are detected.

Many persons living in or near smaller

communities identify with a different community for their employment, retail trade or school. Just over one-half (51%) of persons living in or near communities with less than 500 people identify with a different community, compared to seven percent of persons living in or near communities with populations of 10,000 or more.

Persons living in the Southeast region are more likely than persons living in other regions of the state to identify with a different community. Twenty-eight percent of persons living in the Southeast region identify with a different community, compared to 16 percent of persons living in the South Central region.

Other groups most likely to identify with a different community include persons lower education levels and persons who have lived in their community for five years or less.

Plans to Leave the Community

To determine rural Nebraskans' migration intentions, respondents were asked, "Do you plan to move from your community in the next year?" Response options included yes, no or uncertain. A follow-up question (asked only of those who indicated they were planning to move) asked where they planned to move. The answer categories for this question were: Lincoln/Omaha metro areas, some place in Nebraska outside the Lincoln/Omaha metro areas, or some place other than Nebraska.

Only five percent indicate they are planning to move from their community in the next year, 11 percent are uncertain and 84 percent have no plans to move. Of those who are planning to move, 61 percent plan

to remain in the state, with 22 percent planning to move to either the Lincoln or Omaha area and 39 percent plan to move to another part of the state. Thirty-nine percent are planning to leave Nebraska.

Intentions to move from their community differed by many of the characteristics examined (Appendix Table 9). Younger respondents are more likely than older respondents to be planning to move from their community in the next year. Fourteen percent of persons between the ages of 19 and 29 are planning to move next year, compared to only three percent of persons age 65 and older. An additional 15 percent of the younger respondents indicate they are uncertain if they plan to move.

Newcomers to the community are more likely than longer term residents to be planning to move from the community in the next year. Eleven percent of persons living in their community for five years or less plan to move from their community next year, compared to four percent of persons living in their community for more than five years. An additional 16 percent of newcomers are uncertain if they plan to move.

Both persons who are divorced/separated and persons who have never married are the marital groups most likely to be planning to move from their community in the next year.

Conclusion

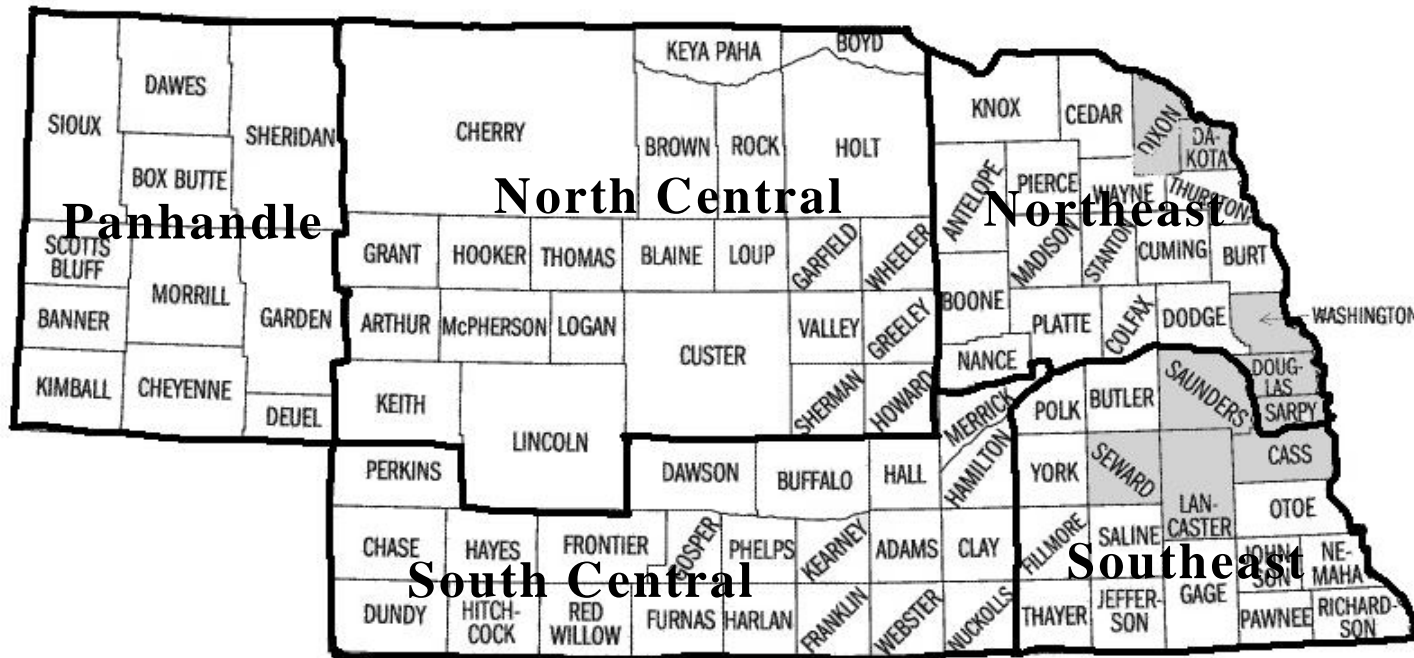
Rural Nebraskans are generally positive about their communities. The majority believe their community has either stayed the same or changed for the better during the past year. In addition, most characterize

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. Over 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 eleven percent are uncertain.

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, trusting and supportive) 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.

Differences of opinion are also detected by length of residence in the community. Newcomers are less likely than longer term residents to express positive sentiments about and attachment to their community. They are also more likely to say it would be easy for their household to leave their community and that they do plan on leaving their community next year. It is expected that attachment to the community will increase over time, but communities need to work to assimilate new residents into the community or they may move away.

Appendix Figure 1. Regions of Nebraska



■ Metropolitan counties (not surveyed)

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

| | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|---------------|
| | Poll | Poll | Poll | Poll | Poll | Poll | Census |
| Age : ¹ | | | | | | | |
| 20 - 39 | 16% | 15% | 18% | 18% | 16% | 17% | 33% |
| 40 - 64 | 52% | 51% | 49% | 51% | 51% | 49% | 42% |
| 65 and over | 32% | 34% | 32% | 32% | 32% | 33% | 24% |
| Gender: ² | | | | | | | |
| Female | 31% | 32% | 32% | 51% | 36% | 37% | 51% |
| Male | 70% | 69% | 68% | 49% | 64% | 63% | 49% |
| Education: ³ | | | | | | | |
| Less than 9 th grade | 3% | 3% | 3% | 2% | 3% | 4% | 7% |
| 9 th to 12 th grade (no diploma) | 5% | 5% | 5% | 5% | 4% | 5% | 10% |
| High school diploma (or equivalent) | 32% | 33% | 34% | 34% | 32% | 35% | 35% |
| Some college, no degree | 25% | 24% | 24% | 23% | 25% | 26% | 25% |
| Associate degree | 12% | 13% | 12% | 11% | 10% | 8% | 7% |
| Bachelors degree | 15% | 14% | 15% | 16% | 16% | 13% | 11% |
| Graduate or professional degree | 9% | 10% | 8% | 9% | 10% | 8% | 4% |
| Household income: ⁴ | | | | | | | |
| Less than \$10,000 | 7% | 8% | 9% | 8% | 8% | 9% | 10% |
| \$10,000 - \$19,999 | 13% | 14% | 15% | 14% | 15% | 16% | 16% |
| \$20,000 - \$29,999 | 14% | 16% | 16% | 16% | 17% | 20% | 17% |
| \$30,000 - \$39,999 | 15% | 16% | 16% | 16% | 17% | 16% | 15% |
| \$40,000 - \$49,999 | 15% | 14% | 13% | 13% | 14% | 14% | 12% |
| \$50,000 - \$59,999 | 11% | 10% | 11% | 11% | 11% | 9% | 10% |
| \$60,000 - \$74,999 | 11% | 10% | 10% | 11% | 9% | 8% | 9% |
| \$75,000 or more | 14% | 13% | 11% | 11% | 10% | 8% | 11% |
| Marital Status: ⁵ | | | | | | | |
| Married | 69% | 71% | 69% | 73% | 73% | 70% | 61% |
| Never married | 8% | 7% | 9% | 7% | 6% | 7% | 22% |
| Divorced/separated | 10% | 11% | 10% | 9% | 9% | 10% | 9% |
| Widowed/widower | 13% | 11% | 12% | 11% | 12% | 14% | 8% |

¹ 2000 Census universe is non-metro population 20 years of age and over.

² 2000 Census universe is total non-metro population.

³ 2000 Census universe is non-metro population 18 years of age and over.

⁴ 2000 Census universe is all non-metro households.

⁵ 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

| <i>Communities across the nation are undergoing change. When you think about this past year, would you say...</i> | | | | |
|---|--------------|------------------|---------------|------------------------------|
| <i>My community has changed for the</i> | | | | |
| | <u>Worse</u> | <u>No Change</u> | <u>Better</u> | <u>Significance</u> |
| <i>Percentages</i> | | | | |
| <u>Community Size</u> | | (n = 2243) | | |
| Less than 500 | 28 | 47 | 24 | |
| 500 - 999 | 18 | 54 | 28 | |
| 1,000 - 4,999 | 20 | 51 | 29 | $\chi^2 = 56.04^*$ (.000) |
| 5,000 - 9,999 | 26 | 45 | 30 | |
| 10,000 and up | 25 | 36 | 39 | |
| | | | | |
| <u>Region</u> | | (n = 2337) | | |
| Panhandle | 30 | 46 | 24 | |
| North Central | 19 | 44 | 37 | |
| South Central | 21 | 41 | 38 | $\chi^2 = 37.72^*$ (.000) |
| Northeast | 26 | 47 | 27 | |
| Southeast | 22 | 49 | 29 | |
| <u>Income Level</u> | | (n = 2094) | | |
| Under \$20,000 | 25 | 46 | 29 | |
| \$20,000 - \$39,999 | 24 | 47 | 29 | $\chi^2 = 21.33^*$ (.002) |
| \$40,000 - \$59,999 | 21 | 47 | 31 | |
| \$60,000 and over | 23 | 38 | 40 | |
| <u>Age</u> | | (n = 2303) | | |
| 19 - 29 | 16 | 45 | 39 | |
| 30 - 39 | 17 | 50 | 33 | |
| 40 - 49 | 25 | 44 | 31 | $\chi^2 = 27.72^*$ (.001) |
| 50 - 64 | 28 | 42 | 30 | |
| 65 and older | 20 | 47 | 33 | |
| <u>Gender</u> | | (n = 2276) | | |
| Male | 23 | 44 | 33 | $\chi^2 = 1.03$ (.598) |
| Female | 24 | 46 | 30 | |
| <u>Marital Status</u> | | (n = 2288) | | |
| Married | 23 | 45 | 32 | |
| Never married | 23 | 45 | 32 | |
| Divorced/separated | 29 | 39 | 32 | $\chi^2 = 7.02$ (.319) |
| Widowed | 20 | 47 | 33 | |
| <u>Education</u> | | (n = 2269) | | |
| H.S. diploma or less | 22 | 48 | 30 | |
| Some college | 26 | 44 | 30 | $\chi^2 = 18.70^*$ (.001) |
| Bachelors or grad degree | 21 | 41 | 38 | |

Appendix Table 2 continued.

| <i>Communities across the nation are undergoing change. When you think about this past year, would you say...</i> | | | | |
|---|--------------|------------------|---------------|---------------------|
| <i>My community has changed for the</i> | | | | |
| | <u>Worse</u> | <u>No Change</u> | <u>Better</u> | <u>Significance</u> |
| <u>Occupation</u> | | (n = 1549) | | |
| Sales | 26 | 37 | 37 | |
| Manual laborer | 24 | 50 | 26 | |
| Professional/tech/admin | 22 | 41 | 37 | |
| Service | 22 | 43 | 35 | |
| Farming/ranching | 24 | 56 | 20 | |
| Skilled laborer | 30 | 38 | 32 | $\chi^2 = 42.41^*$ |
| Administrative support | 38 | 44 | 18 | (.000) |
| Other | 24 | 49 | 27 | |
| <u>Yrs Lived in Community</u> | | (n = 2268) | | |
| Five years or less | 17 | 55 | 29 | $\chi^2 = 13.37^*$ |
| More than five years | 24 | 43 | 33 | (.001) |

* 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

| | <i>My community is...</i> | | | <i>Chi-square (sig.)</i> | <i>My community is...</i> | | | <i>Chi-square (sig.)</i> | <i>My community is...</i> | | | <i>Chi-square (sig.)</i> |
|-------------------------------|---------------------------|-------------------|-----------------|----------------------------------|---------------------------|-------------------|-----------------|--------------------------|---------------------------|-------------------|-------------------|--------------------------|
| | <i>Unfriendly</i> | <i>No opinion</i> | <i>Friendly</i> | | <i>Distrusting</i> | <i>No opinion</i> | <i>Trusting</i> | | <i>Hostile</i> | <i>No opinion</i> | <i>Supportive</i> | |
| Community Size | (n = 2232) | | | <i>Percentages</i> (n = 2142) | | | (n = 2139) | | | | | |
| Less than 500 | 10 | 12 | 78 | | 12 | 22 | 67 | | 11 | 19 | 70 | |
| 500 - 999 | 7 | 13 | 81 | | 12 | 18 | 70 | | 12 | 16 | 72 | |
| 1,000 - 4,999 | 12 | 14 | 74 | $\chi^2 =$ | 14 | 20 | 67 | $\chi^2 =$ | 10 | 22 | 68 | $\chi^2 =$ |
| 5,000 - 9,999 | 14 | 19 | 68 | 22.17* | 19 | 24 | 57 | 33.32* | 13 | 25 | 61 | 22.73* |
| 10,000 and up | 12 | 18 | 70 | (.005) | 19 | 26 | 55 | (.000) | 14 | 26 | 60 | (.004) |
| Region | (n = 2318) | | | (n = 2216) | | | (n = 2210) | | | | | |
| Panhandle | 11 | 15 | 74 | | 19 | 22 | 59 | | 10 | 21 | 69 | |
| North Central | 10 | 13 | 77 | | 13 | 20 | 67 | | 13 | 23 | 64 | |
| South Central | 12 | 16 | 72 | $\chi^2 =$ | 17 | 22 | 61 | $\chi^2 =$ | 13 | 24 | 63 | $\chi^2 =$ |
| Northeast | 11 | 17 | 72 | 5.04 | 15 | 24 | 60 | 8.74 | 12 | 21 | 67 | 4.21 |
| Southeast | 12 | 17 | 71 | (.753) | 14 | 23 | 64 | (.365) | 12 | 24 | 64 | (.838) |
| Individual Attributes: | (n = 2074) | | | (n = 1997) | | | (n = 1988) | | | | | |
| <i>Income Level</i> | | | | | | | | | | | | |
| Under \$20,000 | 12 | 20 | 68 | | 18 | 24 | 58 | | 15 | 27 | 58 | |
| \$20,000 - \$39,999 | 10 | 15 | 75 | $\chi^2 =$ | 16 | 24 | 61 | $\chi^2 =$ | 13 | 23 | 64 | $\chi^2 =$ |
| \$40,000 - \$59,999 | 14 | 16 | 70 | 13.53* | 17 | 23 | 60 | 3.66 | 11 | 24 | 65 | 11.47 |
| \$60,000 and over | 11 | 14 | 76 | (.035) | 15 | 22 | 64 | (.723) | 13 | 20 | 68 | (.075) |
| <i>Age</i> | (n = 2283) | | | (n = 2185) | | | (n = 2178) | | | | | |
| 19 - 29 | 8 | 17 | 76 | | 13 | 29 | 58 | | 11 | 28 | 61 | |
| 30 - 39 | 16 | 14 | 70 | | 20 | 21 | 60 | | 11 | 27 | 62 | |
| 40 - 49 | 15 | 14 | 71 | $\chi^2 =$ | 15 | 24 | 61 | $\chi^2 =$ | 11 | 23 | 66 | $\chi^2 =$ |
| 50 - 64 | 12 | 17 | 71 | 24.98* | 18 | 24 | 58 | 26.28* | 15 | 25 | 60 | 28.84* |
| 65 and older | 8 | 15 | 77 | (.002) | 12 | 19 | 69 | (.001) | 11 | 17 | 72 | (.000) |

Appendix Table 3 continued

| | <i>My community is...</i> | | | | <i>My community is...</i> | | | | <i>My community is...</i> | | | |
|----------------------------------|---------------------------|-------------------|-----------------|--------------------------|---------------------------|-------------------|-----------------|--------------------------|---------------------------|-------------------|-------------------|--------------------------|
| | <i>Unfriendly</i> | <i>No opinion</i> | <i>Friendly</i> | <i>Chi-square (sig.)</i> | <i>Distrusting</i> | <i>No opinion</i> | <i>Trusting</i> | <i>Chi-square (sig.)</i> | <i>Hostile</i> | <i>No opinion</i> | <i>Supportive</i> | <i>Chi-square (sig.)</i> |
| <i>Gender</i> | (n = 2258) | | | $\chi^2 =$ | (n = 2162) | | | $\chi^2 =$ | (n = 2155) | | | $\chi^2 =$ |
| Male | 11 | 16 | 73 | 0.16 | 16 | 22 | 63 | 4.19 | 12 | 22 | 66 | 1.23 |
| Female | 11 | 16 | 72 | (.921) | 16 | 25 | 58 | (.123) | 13 | 24 | 63 | (.542) |
| <i>Marital Status</i> | (n = 2269) | | | | (n = 2173) | | | | (n = 2165) | | | |
| Married | 11 | 16 | 73 | | 16 | 22 | 62 | | 12 | 22 | 66 | |
| Never married | 12 | 16 | 72 | $\chi^2 =$ | 16 | 25 | 59 | $\chi^2 =$ | 12 | 32 | 56 | $\chi^2 =$ |
| Divorced/separated | 13 | 19 | 68 | 6.35 | 17 | 29 | 54 | 14.02* | 14 | 27 | 59 | 16.17* |
| Widowed | 10 | 13 | 78 | (.385) | 12 | 19 | 70 | (.029) | 13 | 18 | 69 | (.013) |
| <i>Education</i> | (n = 2250) | | | | (n = 2154) | | | | (n = 2148) | | | |
| H.S. diploma or less | 9 | 19 | 72 | $\chi^2 =$ | 15 | 23 | 62 | $\chi^2 =$ | 12 | 23 | 66 | $\chi^2 =$ |
| Some college | 14 | 15 | 72 | 15.23* | 17 | 24 | 59 | 6.09 | 14 | 24 | 63 | 4.08 |
| Bachelors degree | 11 | 14 | 76 | (.004) | 16 | 20 | 64 | (.192) | 11 | 22 | 67 | (.395) |
| <i>Occupation</i> | (n = 1547) | | | | (n = 1519) | | | | (n = 1513) | | | |
| Sales | 9 | 23 | 68 | | 21 | 22 | 57 | | 18 | 25 | 57 | |
| Manual laborer | 11 | 20 | 70 | | 17 | 28 | 55 | | 13 | 28 | 59 | |
| Prof/tech/admin | 13 | 13 | 74 | | 16 | 23 | 61 | | 11 | 25 | 65 | |
| Service | 12 | 16 | 73 | | 14 | 27 | 59 | | 10 | 22 | 68 | |
| Farming/ranching | 9 | 15 | 76 | $\chi^2 =$ | 12 | 18 | 70 | $\chi^2 =$ | 8 | 20 | 72 | $\chi^2 =$ |
| Skilled laborer | 13 | 18 | 69 | 15.81 | 16 | 23 | 60 | 15.44 | 12 | 25 | 63 | 18.75 |
| Admin support | 13 | 22 | 66 | (.325) | 17 | 30 | 54 | (.349) | 17 | 28 | 56 | (.175) |
| Other | 15 | 12 | 73 | | 19 | 19 | 61 | | 7 | 33 | 60 | |
| <u>Yrs Lived in Comm.</u> | (n = 2251) | | | $\chi^2 =$ | (n = 2164) | | | $\chi^2 =$ | (n = 2157) | | | $\chi^2 =$ |
| Five years or less | 14 | 14 | 72 | 2.53 | 17 | 24 | 58 | 1.43 | 14 | 22 | 65 | 0.73 |
| More than five years | 11 | 16 | 73 | (.282) | 16 | 22 | 62 | (.490) | 12 | 23 | 65 | (.694) |

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

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

| <i>Service/Amenity</i> | <i>Dissatisfied*</i> | <i>No opinion</i> | <i>Satisfied*</i> |
|-----------------------------|----------------------|--------------------|-------------------|
| | | <i>Percentages</i> | |
| Entertainment | 43 | 22 | 36 |
| Retail shopping | 39 | 13 | 48 |
| Local government | 37 | 21 | 42 |
| Restaurants | 34 | 11 | 55 |
| Streets | 30 | 9 | 61 |
| Cellular phone service | 30 | 21 | 49 |
| Bus service | 27 | 65 | 8 |
| Airline service | 25 | 59 | 16 |
| Rail service | 24 | 65 | 11 |
| Law enforcement | 23 | 12 | 65 |
| Internet service | 21 | 30 | 50 |
| Housing | 20 | 17 | 63 |
| Taxi service | 19 | 68 | 12 |
| Airport | 19 | 53 | 28 |
| Highways and bridges | 18 | 13 | 70 |
| Basic medical care services | 17 | 10 | 73 |
| Mental health services | 15 | 57 | 29 |
| Education (K - 12) | 14 | 17 | 70 |
| Solid waste disposal | 13 | 22 | 65 |
| Nursing home care | 12 | 31 | 58 |
| Emergency care services | 11 | 12 | 76 |
| Parks and recreation | 11 | 12 | 76 |
| Sewage/waste water disposal | 11 | 21 | 68 |
| Day care services | 9 | 49 | 42 |
| Senior centers | 7 | 33 | 60 |
| Head start programs | 7 | 55 | 39 |
| Library services | 6 | 19 | 75 |
| Religious organizations | 5 | 21 | 74 |
| Fire protection | 4 | 8 | 88 |

* 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

| | <i>Entertainment</i> | | | <i>Retail shopping</i> | | | <i>Local government</i> | | | <i>Restaurants</i> | | |
|--------------------------|----------------------------|-------------------|------------------|---------------------------|-------------------|------------------|---------------------------|-------------------|------------------|---------------------------|-------------------|------------------|
| | <i>Dissatisfied</i> | <i>No opinion</i> | <i>Satisfied</i> | <i>Dissatisfied</i> | <i>No opinion</i> | <i>Satisfied</i> | <i>Dissatisfied</i> | <i>No opinion</i> | <i>Satisfied</i> | <i>Dissatisfied</i> | <i>No opinion</i> | <i>Satisfied</i> |
| | <i>Percentages</i> | | | | | | | | | | | |
| Community Size | (n = 2246) | | | (n = 2256) | | | (n = 2277) | | | (n = 2268) | | |
| Less than 500 | 38 | 32 | 30 | 40 | 21 | 40 | 35 | 23 | 41 | 34 | 18 | 48 |
| 500 - 4,999 | 45 | 23 | 32 | 44 | 16 | 40 | 35 | 21 | 45 | 35 | 12 | 53 |
| 5,000 and over | 43 | 17 | 39 | 37 | 8 | 55 | 40 | 20 | 41 | 35 | 8 | 57 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 40.45^* (.000)$ | | | $\chi^2 = 73.47^* (.000)$ | | | $\chi^2 = 6.51 (.164)$ | | | $\chi^2 = 27.29^* (.000)$ | | |
| Region | (n = 2343) | | | (n = 2355) | | | (n = 2372) | | | (n = 2365) | | |
| Panhandle | 45 | 23 | 32 | 44 | 8 | 47 | 41 | 19 | 40 | 34 | 13 | 53 |
| North Central | 45 | 25 | 30 | 44 | 13 | 43 | 46 | 19 | 35 | 33 | 12 | 54 |
| South Central | 39 | 19 | 42 | 34 | 11 | 55 | 36 | 19 | 45 | 33 | 10 | 57 |
| Northeast | 44 | 19 | 36 | 40 | 14 | 46 | 34 | 23 | 43 | 34 | 9 | 57 |
| Southeast | 42 | 27 | 31 | 41 | 17 | 42 | 32 | 24 | 45 | 37 | 15 | 48 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 29.21^* (.000)$ | | | $\chi^2 = 36.54^* (.000)$ | | | $\chi^2 = 26.52^* (.001)$ | | | $\chi^2 = 14.66 (.066)$ | | |
| Income Level | (n = 2106) | | | (n = 2111) | | | (n = 2124) | | | (n = 2115) | | |
| Under \$20,000 | 36 | 28 | 36 | 38 | 12 | 50 | 35 | 20 | 44 | 27 | 14 | 60 |
| \$20,000 - \$39,999 | 39 | 26 | 34 | 38 | 15 | 48 | 37 | 23 | 40 | 33 | 11 | 56 |
| \$40,000 - \$59,999 | 46 | 17 | 37 | 41 | 12 | 47 | 38 | 21 | 42 | 36 | 10 | 54 |
| \$60,000 and over | 47 | 17 | 36 | 41 | 11 | 48 | 37 | 19 | 44 | 40 | 9 | 51 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 33.87^* (.000)$ | | | $\chi^2 = 6.21 (.400)$ | | | $\chi^2 = 5.73 (.454)$ | | | $\chi^2 = 22.06^* (.001)$ | | |
| Age | (n = 2306) | | | (n = 2318) | | | (n = 2334) | | | (n = 2329) | | |
| 19 - 39 | 56 | 15 | 29 | 47 | 16 | 37 | 36 | 29 | 35 | 38 | 11 | 52 |
| 40 - 64 | 47 | 20 | 33 | 43 | 12 | 45 | 42 | 21 | 38 | 38 | 11 | 51 |
| 65 and over | 27 | 28 | 45 | 31 | 12 | 58 | 28 | 17 | 55 | 25 | 11 | 64 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 105.23^* (.000)$ | | | $\chi^2 = 51.43^* (.000)$ | | | $\chi^2 = 80.20^* (.000)$ | | | $\chi^2 = 39.97^* (.000)$ | | |
| Gender | (n = 2283) | | | (n = 2294) | | | (n = 2309) | | | (n = 2301) | | |
| Male | 42 | 23 | 35 | 37 | 13 | 50 | 39 | 20 | 42 | 34 | 11 | 55 |
| Female | 43 | 20 | 37 | 46 | 12 | 42 | 33 | 23 | 44 | 34 | 11 | 55 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 2.38 (.305)$ | | | $\chi^2 = 15.71^* (.000)$ | | | $\chi^2 = 7.92^* (.019)$ | | | $\chi^2 = 0.20 (.905)$ | | |
| Marital Status | (n = 2294) | | | (n = 2305) | | | (n = 2320) | | | (n = 2313) | | |
| Married | 43 | 21 | 36 | 39 | 13 | 48 | 37 | 20 | 43 | 36 | 11 | 54 |
| Never married | 47 | 21 | 32 | 42 | 19 | 39 | 34 | 27 | 39 | 32 | 13 | 55 |
| Divorced/separated | 48 | 22 | 30 | 44 | 13 | 43 | 47 | 24 | 29 | 38 | 12 | 51 |
| Widowed | 29 | 28 | 44 | 35 | 10 | 55 | 28 | 20 | 52 | 23 | 13 | 64 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 27.32^* (.000)$ | | | $\chi^2 = 18.02^* (.006)$ | | | $\chi^2 = 34.58^* (.000)$ | | | $\chi^2 = 20.22^* (.003)$ | | |
| Education | (n = 2276) | | | (n = 2286) | | | (n = 2301) | | | (n = 2293) | | |
| High school or less | 38 | 25 | 37 | 38 | 13 | 49 | 34 | 22 | 44 | 30 | 13 | 57 |
| Some college | 45 | 23 | 32 | 41 | 14 | 45 | 40 | 23 | 37 | 37 | 11 | 53 |
| College grad | 45 | 16 | 39 | 40 | 11 | 49 | 37 | 17 | 47 | 36 | 9 | 55 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 24.87^* (.000)$ | | | $\chi^2 = 5.58 (.233)$ | | | $\chi^2 = 20.65^* (.000)$ | | | $\chi^2 = 14.17^* (.007)$ | | |
| Occupation | (n = 1559) | | | (n = 1565) | | | (n = 1569) | | | (n = 1568) | | |
| Prof/tech/admin. | 50 | 16 | 34 | 46 | 11 | 44 | 38 | 21 | 42 | 39 | 10 | 51 |
| Farming/ranching | 48 | 18 | 34 | 41 | 12 | 47 | 41 | 24 | 35 | 36 | 9 | 56 |
| Laborer | 30 | 31 | 39 | 38 | 21 | 41 | 33 | 24 | 43 | 31 | 15 | 54 |
| Other | 51 | 17 | 33 | 43 | 13 | 44 | 42 | 21 | 37 | 40 | 11 | 49 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 35.00^* (.000)$ | | | $\chi^2 = 16.98^* (.009)$ | | | $\chi^2 = 9.79 (.134)$ | | | $\chi^2 = 10.70 (.098)$ | | |

* 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.

| | <i>Streets</i> | | | <i>Cellular Phone Service</i> | | | <i>Bus Service</i> | | | <i>Airline Service</i> | | |
|--------------------------|---------------------------|-------------------|------------------|-------------------------------|-------------------|------------------|---------------------------|-------------------|------------------|---------------------------|-------------------|------------------|
| | <i>Dissatisfied</i> | <i>No opinion</i> | <i>Satisfied</i> | <i>Dissatisfied</i> | <i>No opinion</i> | <i>Satisfied</i> | <i>Dissatisfied</i> | <i>No opinion</i> | <i>Satisfied</i> | <i>Dissatisfied</i> | <i>No opinion</i> | <i>Satisfied</i> |
| | <i>Percentages</i> | | | | | | | | | | | |
| Community Size | (n = 2265) | | | (n = 2258) | | | (n = 2197) | | | (n = 2195) | | |
| Less than 500 | 34 | 12 | 54 | 45 | 18 | 37 | 21 | 72 | 7 | 21 | 64 | 15 |
| 500 - 4,999 | 28 | 10 | 63 | 36 | 17 | 47 | 23 | 71 | 7 | 21 | 68 | 12 |
| 5,000 and over | 32 | 7 | 61 | 22 | 24 | 54 | 32 | 59 | 9 | 30 | 50 | 20 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 14.34^* (.006)$ | | | $\chi^2 = 91.51^* (.000)$ | | | $\chi^2 = 35.23^* (.000)$ | | | $\chi^2 = 61.98^* (.000)$ | | |
| Region | (n = 2360) | | | (n = 2355) | | | (n = 2288) | | | (n = 2289) | | |
| Panhandle | 29 | 10 | 61 | 37 | 21 | 43 | 36 | 56 | 8 | 33 | 41 | 26 |
| North Central | 34 | 8 | 59 | 39 | 16 | 46 | 30 | 64 | 6 | 27 | 58 | 15 |
| South Central | 30 | 7 | 63 | 26 | 18 | 56 | 30 | 64 | 7 | 29 | 54 | 17 |
| Northeast | 32 | 10 | 59 | 28 | 24 | 48 | 20 | 67 | 13 | 22 | 63 | 15 |
| Southeast | 26 | 11 | 63 | 28 | 26 | 45 | 22 | 71 | 7 | 15 | 73 | 12 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 11.18 (.192)$ | | | $\chi^2 = 45.22^* (.000)$ | | | $\chi^2 = 50.91^* (.000)$ | | | $\chi^2 = 81.95^* (.000)$ | | |
| Income Level | (n = 2115) | | | (n = 2107) | | | (n = 2056) | | | (n = 2058) | | |
| Under \$20,000 | 30 | 12 | 58 | 25 | 35 | 39 | 28 | 59 | 14 | 19 | 63 | 18 |
| \$20,000 - \$39,999 | 30 | 10 | 60 | 30 | 24 | 46 | 26 | 66 | 8 | 21 | 63 | 16 |
| \$40,000 - \$59,999 | 31 | 7 | 62 | 35 | 13 | 52 | 26 | 69 | 5 | 24 | 61 | 15 |
| \$60,000 and over | 31 | 6 | 64 | 32 | 12 | 57 | 28 | 66 | 6 | 34 | 49 | 17 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 14.15^* (.028)$ | | | $\chi^2 = 106.62^* (.000)$ | | | $\chi^2 = 27.43^* (.000)$ | | | $\chi^2 = 40.16^* (.000)$ | | |
| Age | (n = 2325) | | | (n = 2320) | | | (n = 2253) | | | (n = 2254) | | |
| 19 - 39 | 35 | 10 | 55 | 38 | 13 | 49 | 18 | 79 | 3 | 22 | 69 | 9 |
| 40 - 64 | 34 | 8 | 59 | 35 | 15 | 50 | 28 | 65 | 7 | 27 | 57 | 15 |
| 65 and over | 23 | 10 | 67 | 18 | 34 | 48 | 29 | 57 | 14 | 23 | 56 | 22 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 31.84^* (.000)$ | | | $\chi^2 = 145.52^* (.000)$ | | | $\chi^2 = 72.09^* (.000)$ | | | $\chi^2 = 40.42^* (.000)$ | | |
| Gender | (n = 2297) | | | (n = 2293) | | | (n = 2231) | | | (n = 2232) | | |
| Male | 31 | 9 | 61 | 31 | 18 | 51 | 28 | 65 | 7 | 26 | 58 | 15 |
| Female | 30 | 9 | 61 | 28 | 27 | 45 | 25 | 65 | 11 | 22 | 59 | 19 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 0.42 (.818)$ | | | $\chi^2 = 19.30^* (.000)$ | | | $\chi^2 = 9.85^* (.007)$ | | | $\chi^2 = 7.44^* (.024)$ | | |
| Marital Status | (n = 2308) | | | (n = 2305) | | | (n = 2242) | | | (n = 2243) | | |
| Married | 31 | 9 | 60 | 32 | 16 | 52 | 27 | 67 | 7 | 26 | 59 | 15 |
| Never married | 29 | 8 | 63 | 33 | 27 | 40 | 24 | 68 | 9 | 22 | 61 | 17 |
| Divorced/separated | 36 | 8 | 57 | 34 | 23 | 43 | 30 | 62 | 9 | 25 | 59 | 17 |
| Widowed | 22 | 11 | 67 | 17 | 41 | 43 | 28 | 57 | 16 | 23 | 55 | 22 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 13.60^* (.034)$ | | | $\chi^2 = 105.16^* (.000)$ | | | $\chi^2 = 27.69^* (.000)$ | | | $\chi^2 = 7.86 (.248)$ | | |
| Education | (n = 2291) | | | (n = 2287) | | | (n = 2225) | | | (n = 2226) | | |
| High school or less | 30 | 12 | 59 | 26 | 25 | 49 | 23 | 66 | 10 | 19 | 64 | 18 |
| Some college | 34 | 9 | 58 | 34 | 20 | 46 | 28 | 66 | 6 | 26 | 59 | 15 |
| College grad | 27 | 5 | 68 | 31 | 15 | 54 | 30 | 62 | 8 | 33 | 50 | 17 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 30.21^* (.000)$ | | | $\chi^2 = 28.84^* (.000)$ | | | $\chi^2 = 16.55^* (.002)$ | | | $\chi^2 = 40.48^* (.000)$ | | |
| Occupation | (n = 1559) | | | (n = 1569) | | | (n = 1539) | | | (n = 1540) | | |
| Prof/tech/admin. | 34 | 6 | 60 | 34 | 13 | 53 | 29 | 67 | 4 | 33 | 54 | 13 |
| Farming/ranching | 38 | 9 | 53 | 29 | 15 | 56 | 25 | 67 | 8 | 21 | 64 | 16 |
| Laborer | 27 | 16 | 57 | 41 | 18 | 42 | 20 | 75 | 4 | 20 | 66 | 15 |
| Other | 31 | 8 | 62 | 34 | 17 | 49 | 27 | 67 | 6 | 27 | 56 | 16 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 28.21^* (.000)$ | | | $\chi^2 = 13.55^* (.035)$ | | | $\chi^2 = 12.93^* (.044)$ | | | $\chi^2 = 24.09^* (.001)$ | | |

* 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.

| | <i>Rail Service</i> | | | <i>Law Enforcement</i> | | |
|--------------------------|---------------------|---------------------------|------------------|------------------------|---------------------------|------------------|
| | <i>Dissatisfied</i> | <i>No opinion</i> | <i>Satisfied</i> | <i>Dissatisfied</i> | <i>No opinion</i> | <i>Satisfied</i> |
| | <i>Percentages</i> | | | | | |
| Community Size | | (n = 2182) | | | (n = 2286) | |
| Less than 500 | 21 | 68 | 11 | 35 | 11 | 54 |
| 500 - 4,999 | 21 | 71 | 8 | 25 | 12 | 63 |
| 5,000 and over | 28 | 61 | 11 | 18 | 12 | 70 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 20.84^* (.000)$ | | | $\chi^2 = 45.17^* (.000)$ | |
| Region | | (n = 2273) | | | (n = 2383) | |
| Panhandle | 35 | 55 | 10 | 28 | 16 | 57 |
| North Central | 29 | 64 | 8 | 28 | 12 | 60 |
| South Central | 25 | 61 | 14 | 21 | 12 | 68 |
| Northeast | 18 | 72 | 10 | 19 | 12 | 69 |
| Southeast | 21 | 72 | 7 | 25 | 9 | 66 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 53.46^* (.000)$ | | | $\chi^2 = 26.38^* (.001)$ | |
| Income Level | | (n = 2042) | | | (n = 2134) | |
| Under \$20,000 | 21 | 65 | 15 | 26 | 12 | 63 |
| \$20,000 - \$39,999 | 24 | 66 | 11 | 23 | 11 | 66 |
| \$40,000 - \$59,999 | 24 | 68 | 8 | 24 | 13 | 62 |
| \$60,000 and over | 26 | 64 | 10 | 19 | 11 | 69 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 12.42 (.053)$ | | | $\chi^2 = 9.88 (.130)$ | |
| Age | | (n = 2239) | | | (n = 2345) | |
| 19 - 39 | 18 | 77 | 5 | 25 | 14 | 60 |
| 40 - 64 | 25 | 66 | 8 | 26 | 11 | 62 |
| 65 and over | 26 | 57 | 18 | 15 | 11 | 74 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 70.38^* (.000)$ | | | $\chi^2 = 41.35^* (.000)$ | |
| Gender | | (n = 2218) | | | (n = 2318) | |
| Male | 25 | 64 | 11 | 23 | 11 | 66 |
| Female | 21 | 69 | 10 | 23 | 13 | 64 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 4.77 (.092)$ | | | $\chi^2 = 1.18 (.554)$ | |
| Marital Status | | (n = 2228) | | | (n = 2330) | |
| Married | 24 | 66 | 10 | 23 | 12 | 66 |
| Never married | 22 | 70 | 8 | 20 | 14 | 66 |
| Divorced/separated | 27 | 64 | 9 | 36 | 12 | 52 |
| Widowed | 23 | 61 | 16 | 14 | 12 | 74 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 10.62 (.101)$ | | | $\chi^2 = 36.60^* (.000)$ | |
| Education | | (n = 2211) | | | (n = 2310) | |
| High school or less | 21 | 66 | 13 | 24 | 11 | 65 |
| Some college | 25 | 66 | 9 | 25 | 13 | 63 |
| College grad | 28 | 63 | 9 | 18 | 12 | 71 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 12.49^* (.014)$ | | | $\chi^2 = 11.89^* (.018)$ | |
| Occupation | | (n = 1533) | | | (n = 1573) | |
| Prof/tech/admin. | 25 | 69 | 6 | 22 | 12 | 66 |
| Farming/ranching | 23 | 67 | 10 | 27 | 11 | 62 |
| Laborer | 21 | 68 | 12 | 22 | 14 | 64 |
| Other | 24 | 65 | 11 | 26 | 14 | 61 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 9.69 (.138)$ | | | $\chi^2 = 7.25 (.298)$ | |

* 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

| | <i>My community is very special to me.</i> | | | <i>No other place can compare to my community.</i> | | | | |
|----------------------------------|--|----------------|--------------|--|-----------------|----------------|--------------|------------------------------|
| | <i>Disagree</i> | <i>Neither</i> | <i>Agree</i> | <i>Chi-square (sig.)</i> | <i>Disagree</i> | <i>Neither</i> | <i>Agree</i> | <i>Chi-square (sig.)</i> |
| | <i>Percentages</i> | | | | | | | |
| <u>Community Size</u> | | (n = 2353) | | | | (n = 2343) | | |
| Less than 500 | 7 | 17 | 76 | | 23 | 31 | 46 | |
| 500 - 999 | 7 | 19 | 74 | | 25 | 34 | 41 | |
| 1,000 - 4,999 | 11 | 18 | 71 | | 33 | 29 | 39 | |
| 5,000 - 9,999 | 11 | 27 | 62 | $\chi^2 = 33.6^*$ | 38 | 35 | 27 | $\chi^2 = 56.7^*$ |
| 10,000 and up | 8 | 26 | 66 | (.000) | 38 | 33 | 29 | (.000) |
| <u>Region</u> | | (n = 2379) | | | | (n = 2370) | | |
| Panhandle | 9 | 26 | 65 | | 35 | 34 | 32 | |
| North Central | 9 | 22 | 69 | | 31 | 29 | 40 | |
| South Central | 10 | 24 | 67 | | 34 | 31 | 35 | |
| Northeast | 8 | 22 | 70 | $\chi^2 = 13.22$ | 32 | 33 | 35 | $\chi^2 = 5.95$ |
| Southeast | 10 | 16 | 74 | (.104) | 32 | 34 | 35 | (.652) |
| <u>Income Level</u> | | (n = 2120) | | | | (n = 2115) | | |
| Under \$20,000 | 12 | 22 | 66 | | 31 | 31 | 38 | |
| \$20,000 - \$39,999 | 7 | 23 | 70 | | 30 | 34 | 36 | |
| \$40,000 - \$59,999 | 10 | 22 | 68 | $\chi^2 = 6.85$ | 35 | 31 | 34 | $\chi^2 = 16.4^*$ |
| \$60,000 and over | 10 | 21 | 68 | (.335) | 39 | 33 | 28 | (.012) |
| <u>Age</u> | | (n = 2338) | | | | (n = 2329) | | |
| 19 - 29 | 10 | 28 | 62 | | 40 | 29 | 31 | |
| 30 - 39 | 13 | 28 | 59 | | 36 | 38 | 26 | |
| 40 - 49 | 13 | 23 | 64 | | 37 | 36 | 28 | |
| 50 - 64 | 9 | 24 | 67 | $\chi^2 = 50.3^*$ | 36 | 32 | 32 | $\chi^2 = 83.2^*$ |
| 65 and older | 6 | 16 | 78 | (.000) | 23 | 29 | 48 | (.000) |
| <u>Gender</u> | | (n = 2310) | | | | (n = 2301) | | |
| Male | 10 | 23 | 68 | $\chi^2 = 4.47$ | 34 | 33 | 33 | $\chi^2 = 7.1^*$ |
| Female | 7 | 21 | 71 | (.107) | 30 | 32 | 39 | (.028) |
| <u>Marital Status</u> | | (n = 2322) | | | | (n = 2313) | | |
| Married | 9 | 22 | 69 | | 33 | 33 | 34 | |
| Never married | 11 | 28 | 61 | | 31 | 35 | 34 | |
| Divorced/separated | 15 | 26 | 59 | $\chi^2 = 35.3^*$ | 40 | 35 | 26 | $\chi^2 = 44.4^*$ |
| Widowed | 5 | 16 | 80 | (.000) | 21 | 29 | 51 | (.000) |
| <u>Education</u> | | (n = 2302) | | | | (n = 2294) | | |
| H.S. diploma or less | 7 | 19 | 73 | | 27 | 31 | 42 | |
| Some college | 10 | 26 | 64 | $\chi^2 = 16.8^*$ | 34 | 32 | 34 | $\chi^2 = 39.4^*$ |
| Bachelors degree | 10 | 21 | 69 | (.002) | 38 | 35 | 26 | (.000) |
| <u>Occupation</u> | | (n = 1575) | | | | (n = 1575) | | |
| Sales | 11 | 20 | 69 | | 39 | 33 | 28 | |
| Manual laborer | 10 | 27 | 63 | | 37 | 34 | 30 | |
| Prof/tech/admin | 10 | 25 | 65 | | 39 | 34 | 28 | |
| Service | 11 | 24 | 65 | | 35 | 37 | 29 | |
| Farming/ranching | 7 | 19 | 75 | | 26 | 33 | 41 | |
| Skilled laborer | 10 | 30 | 61 | | 37 | 30 | 33 | |
| Admin support | 7 | 25 | 68 | $\chi^2 = 20.86$ | 30 | 36 | 34 | $\chi^2 = 25.6^*$ |
| Other | 17 | 39 | 44 | (.105) | 36 | 50 | 14 | (.030) |
| <u>Yrs Lived in Comm.</u> | | (n = 2241) | | | | (n = 2233) | | |
| Five years or less | 15 | 34 | 51 | $\chi^2 = 41.0^*$ | 40 | 34 | 25 | $\chi^2 = 12.0^*$ |
| More than five years | 9 | 21 | 71 | (.000) | 32 | 32 | 36 | (.003) |

Appendix Table 6 continued.

| | <i>I feel I can really be myself in my community.</i> | | | <i>Chi-square (sig.)</i> | <i>My community is my favorite place to be.</i> | | | <i>Chi-square (sig.)</i> |
|---------------------------|---|----------------|--------------|------------------------------|---|----------------|--------------|------------------------------|
| | <i>Disagree</i> | <i>Neither</i> | <i>Agree</i> | | <i>Disagree</i> | <i>Neither</i> | <i>Agree</i> | |
| | <i>Percentages</i> | | | | | | | |
| Community Size | (n = 2300) | | | | (n = 2305) | | | |
| Less than 500 | 12 | 16 | 72 | | 19 | 28 | 53 | |
| 500 - 999 | 11 | 17 | 72 | | 17 | 31 | 52 | |
| 1,000 - 4,999 | 17 | 17 | 66 | | 26 | 27 | 48 | |
| 5,000 - 9,999 | 19 | 23 | 58 | $\chi^2 = 24.9^*$ | 30 | 32 | 38 | $\chi^2 = 32.9^*$ |
| 10,000 and up | 15 | 21 | 64 | (.002) | 28 | 31 | 42 | (.000) |
| Region | (n = 2324) | | | | (n = 2331) | | | |
| Panhandle | 18 | 22 | 60 | | 27 | 32 | 42 | |
| North Central | 14 | 19 | 67 | | 27 | 28 | 46 | |
| South Central | 16 | 19 | 66 | | 27 | 29 | 44 | |
| Northeast | 14 | 18 | 67 | $\chi^2 = 6.18$ | 22 | 31 | 47 | $\chi^2 = 10.05$ |
| Southeast | 15 | 19 | 67 | (.627) | 24 | 27 | 50 | (.261) |
| Income Level | (n = 2079) | | | | (n = 2083) | | | |
| Under \$20,000 | 17 | 18 | 65 | | 24 | 27 | 50 | |
| \$20,000 - \$39,999 | 17 | 21 | 62 | | 24 | 32 | 44 | |
| \$40,000 - \$59,999 | 15 | 18 | 67 | $\chi^2 = 6.99$ | 28 | 27 | 44 | $\chi^2 = 11.70$ |
| \$60,000 and over | 13 | 21 | 66 | (.322) | 26 | 33 | 41 | (.069) |
| Age | (n = 2285) | | | | (n = 2292) | | | |
| 19 - 29 | 20 | 18 | 62 | | 39 | 27 | 35 | |
| 30 - 39 | 20 | 24 | 56 | | 34 | 33 | 33 | |
| 40 - 49 | 18 | 22 | 60 | | 25 | 36 | 39 | |
| 50 - 64 | 16 | 20 | 64 | $\chi^2 = 54.9^*$ | 28 | 31 | 41 | $\chi^2 = 138.1^*$ |
| 65 and older | 9 | 15 | 76 | (.000) | 15 | 23 | 63 | (.000) |
| Gender | (n = 2257) | | | | (n = 2267) | | | |
| Male | 15 | 20 | 65 | $\chi^2 = 2.53$ | 25 | 30 | 45 | $\chi^2 = 0.61$ |
| Female | 16 | 17 | 67 | (.282) | 25 | 29 | 47 | (.736) |
| Marital Status | (n = 2269) | | | | (n = 2276) | | | |
| Married | 15 | 19 | 66 | | 24 | 30 | 46 | |
| Never married | 19 | 25 | 56 | | 34 | 29 | 37 | |
| Divorced/separated | 23 | 20 | 57 | $\chi^2 = 44.3^*$ | 35 | 34 | 32 | $\chi^2 = 66.7^*$ |
| Widowed | 7 | 14 | 79 | (.000) | 14 | 23 | 64 | (.000) |
| Education | (n = 2248) | | | | (n = 2260) | | | |
| H.S. diploma or less | 14 | 17 | 69 | | 19 | 26 | 55 | |
| Some college | 17 | 21 | 62 | $\chi^2 = 11.2^*$ | 27 | 32 | 42 | $\chi^2 = 50.3^*$ |
| Bachelors degree | 13 | 20 | 67 | (.024) | 30 | 32 | 38 | (.000) |
| Occupation | (n = 1549) | | | | (n = 1560) | | | |
| Sales | 16 | 19 | 65 | | 28 | 26 | 46 | |
| Manual laborer | 15 | 22 | 63 | | 29 | 31 | 41 | |
| Prof/tech/admin | 16 | 21 | 63 | | 31 | 32 | 36 | |
| Service | 21 | 21 | 58 | | 26 | 36 | 39 | |
| Farming/ranching | 9 | 22 | 69 | | 17 | 33 | 50 | |
| Skilled laborer | 16 | 21 | 63 | | 26 | 36 | 38 | |
| Admin support | 21 | 25 | 55 | $\chi^2 = 23.8^*$ | 30 | 29 | 41 | $\chi^2 = 25.8^*$ |
| Other | 29 | 32 | 38 | (.048) | 37 | 31 | 31 | (.028) |
| Yrs Lived in Comm. | (n = 2189) | | | | (n = 2200) | | | |
| Five years or less | 22 | 21 | 57 | $\chi^2 = 11.8^*$ | 40 | 28 | 32 | $\chi^2 = 36.9^*$ |
| More than five years | 14 | 19 | 66 | (.003) | 23 | 30 | 47 | (.000) |

Appendix Table 6 continued.

| <i>I really miss my community when I am away too long.</i> | | | | <i>Chi-square (sig.)</i> |
|--|----------------|--------------|--------------------|--------------------------|
| <i>Disagree</i> | <i>Neither</i> | <i>Agree</i> | <i>Percentages</i> | |
| Community Size (n = 2336) | | | | |
| Less than 500 | 21 | 27 | 52 | |
| 500 - 999 | 16 | 33 | 52 | |
| 1,000 - 4,999 | 23 | 25 | 51 | |
| 5,000 - 9,999 | 28 | 31 | 41 | $\chi^2 = 24.10^*$ |
| 10,000 and up | 26 | 29 | 45 | (.002) |
| Region (n = 2362) | | | | |
| Panhandle | 25 | 29 | 45 | |
| North Central | 22 | 26 | 51 | |
| South Central | 26 | 26 | 48 | |
| Northeast | 22 | 32 | 46 | $\chi^2 = 10.12$ |
| Southeast | 23 | 28 | 49 | (.256) |
| Income Level (n = 2108) | | | | |
| Under \$20,000 | 23 | 27 | 50 | |
| \$20,000 - \$39,999 | 21 | 32 | 46 | |
| \$40,000 - \$59,999 | 27 | 24 | 48 | $\chi^2 = 15.49^*$ |
| \$60,000 and over | 26 | 30 | 44 | (.017) |
| Age (n = 2321) | | | | |
| 19 - 29 | 31 | 29 | 41 | |
| 30 - 39 | 31 | 31 | 38 | |
| 40 - 49 | 27 | 32 | 41 | |
| 50 - 64 | 25 | 31 | 44 | $\chi^2 = 91.44^*$ |
| 65 and older | 15 | 23 | 62 | (.000) |
| Gender (n = 2293) | | | | |
| Male | 24 | 29 | 47 | $\chi^2 = 1.40$ |
| Female | 23 | 27 | 49 | (.496) |
| Marital Status (n = 2305) | | | | |
| Married | 24 | 29 | 48 | |
| Never married | 27 | 30 | 43 | |
| Divorced/separated | 32 | 31 | 37 | $\chi^2 = 37.24^*$ |
| Widowed | 14 | 26 | 60 | (.000) |
| Education (n = 2286) | | | | |
| H.S. diploma or less | 18 | 27 | 55 | |
| Some college | 28 | 31 | 41 | $\chi^2 = 36.91^*$ |
| Bachelors degree | 26 | 28 | 46 | (.000) |
| Occupation (n = 1567) | | | | |
| Sales | 29 | 30 | 41 | |
| Manual laborer | 24 | 34 | 43 | |
| Prof/tech/admin | 29 | 29 | 42 | |
| Service | 24 | 31 | 44 | |
| Farming/ranching | 19 | 30 | 52 | |
| Skilled laborer | 24 | 36 | 40 | |
| Admin support | 26 | 26 | 49 | $\chi^2 = 29.65^*$ |
| Other | 33 | 53 | 14 | (.009) |
| Yrs Lived in Comm. (n = 2225) | | | | |
| Five years or less | 38 | 25 | 37 | $\chi^2 = 31.69^*$ |
| More than five years | 22 | 29 | 49 | (.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.) |
|----------------------------------|--------------------|------------|-----------|--------------------|
| | <i>Percentages</i> | | | |
| <u>Community Size</u> | | (n = 2342) | | |
| Less than 500 | 24 | 13 | 63 | |
| 500 - 999 | 24 | 18 | 58 | |
| 1,000 - 4,999 | 28 | 19 | 54 | |
| 5,000 - 9,999 | 39 | 18 | 43 | $\chi^2 = 47.09^*$ |
| 10,000 and up | 36 | 16 | 48 | (.000) |
| <u>Region</u> | | (n = 2370) | | |
| Panhandle | 34 | 19 | 47 | |
| North Central | 31 | 15 | 54 | |
| South Central | 33 | 16 | 51 | |
| Northeast | 30 | 19 | 52 | $\chi^2 = 10.03$ |
| Southeast | 27 | 17 | 56 | (.263) |
| <u>Income Level</u> | | (n = 2115) | | |
| Under \$20,000 | 31 | 21 | 48 | |
| \$20,000 - \$39,999 | 29 | 19 | 52 | |
| \$40,000 - \$59,999 | 31 | 16 | 53 | $\chi^2 = 15.87^*$ |
| \$60,000 and over | 37 | 14 | 50 | (.014) |
| <u>Age</u> | | (n = 2330) | | |
| 19 - 29 | 43 | 12 | 45 | |
| 30 - 39 | 35 | 17 | 49 | |
| 40 - 49 | 33 | 17 | 50 | |
| 50 - 64 | 35 | 17 | 47 | $\chi^2 = 57.30^*$ |
| 65 and older | 21 | 17 | 62 | (.000) |
| <u>Gender</u> | | (n = 2303) | | |
| Male | 32 | 16 | 52 | $\chi^2 = 2.00$ |
| Female | 30 | 19 | 52 | (.369) |
| <u>Marital Status</u> | | (n = 2315) | | |
| Married | 30 | 17 | 53 | |
| Never married | 42 | 14 | 44 | |
| Divorced/separated | 42 | 15 | 42 | $\chi^2 = 42.60^*$ |
| Widowed | 20 | 20 | 60 | (.000) |
| <u>Education</u> | | (n = 2295) | | |
| H.S. diploma or less | 26 | 17 | 57 | |
| Some college | 36 | 17 | 47 | $\chi^2 = 24.25^*$ |
| Bachelors degree | 33 | 16 | 51 | (.000) |
| <u>Occupation</u> | | (n = 1572) | | |
| Sales | 38 | 17 | 45 | |
| Manual laborer | 35 | 22 | 43 | |
| Prof/tech/admin | 37 | 15 | 48 | |
| Service | 32 | 18 | 50 | |
| Farming/ranching | 23 | 12 | 65 | |
| Skilled laborer | 37 | 18 | 45 | |
| Admin support | 30 | 20 | 50 | $\chi^2 = 35.34^*$ |
| Other | 44 | 19 | 36 | (.001) |
| <u>Yrs Lived in Comm.</u> | | (n = 2235) | | |
| Five years or less | 48 | 17 | 35 | $\chi^2 = 40.01^*$ |
| More than five years | 29 | 17 | 54 | (.000) |

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

Appendix Table 8. Size of Community Identify With by Community Size, Region and Individual Attributes

| | <i>Is your community or nearest community the one you most closely identify with?</i> | | <i>What is the size of community you most closely identify with in terms of your employment, retail trade, school, etc.?</i> | | | | | | | <i>Chi-square (sig.)</i> | |
|-------------------------------|---|-----------|--|----------------------|------------------|----------------------|----------------------|------------------------|------------------------|--------------------------|--|
| | <i>Yes</i> | <i>No</i> | <i>Chi-square (sig.)</i> | <i>Less than 500</i> | <i>500 - 999</i> | <i>1,000 - 4,999</i> | <i>5,000 - 9,999</i> | <i>10,000 - 19,999</i> | <i>20,000 and over</i> | | |
| <i>Percentages</i> | | | | | | | | | | | |
| Community Size | (n = 2270) | | | (n = 411) | | | | | | | |
| Less than 500 | 49 | 51 | | 10 | 7 | 29 | 15 | 6 | 33 | | |
| 500 - 999 | 73 | 27 | | 2 | 9 | 18 | 20 | 15 | 36 | | |
| 1,000 - 4,999 | 81 | 19 | | 4 | 2 | 11 | 20 | 15 | 49 | | |
| 5,000 - 9,999 | 85 | 15 | $\chi^2 = 299.4^*$ | 0 | 0 | 6 | 3 | 43 | 49 | $\chi^2 = 81.7^*$ | |
| 10,000 and up | 93 | 7 | (.000) | 6 | 4 | 11 | 7 | 11 | 62 | (.000) | |
| Region | (n = 2289) | | | (n = 411) | | | | | | | |
| Panhandle | 79 | 21 | | 9 | 2 | 23 | 21 | 34 | 11 | | |
| North Central | 81 | 19 | | 7 | 5 | 21 | 10 | 8 | 49 | | |
| South Central | 84 | 16 | | 8 | 4 | 14 | 9 | 11 | 55 | | |
| Northeast | 82 | 19 | $\chi^2 = 21.4^*$ | 3 | 8 | 19 | 10 | 11 | 50 | $\chi^2 = 58.6^*$ | |
| Southeast | 72 | 28 | (.000) | 6 | 5 | 20 | 25 | 11 | 33 | (.000) | |
| Individual Attributes: | | | | | | | | | | | |
| <i>Income Level</i> | (n = 2057) | | | (n = 371) | | | | | | | |
| Under \$20,000 | 78 | 22 | | 5 | 8 | 17 | 20 | 12 | 39 | | |
| \$20,000 - \$39,999 | 81 | 19 | | 9 | 5 | 22 | 10 | 14 | 41 | | |
| \$40,000 - \$59,999 | 79 | 21 | $\chi^2 = 4.43$ | 6 | 6 | 20 | 16 | 9 | 44 | $\chi^2 = 11.87$ | |
| \$60,000 and over | 83 | 17 | (.218) | 2 | 2 | 18 | 15 | 12 | 51 | (.689) | |
| <i>Age</i> | (n = 2249) | | | (n = 403) | | | | | | | |
| 19 - 29 | 79 | 21 | | 7 | 4 | 25 | 11 | 14 | 39 | | |
| 30 - 39 | 82 | 18 | | 10 | 2 | 7 | 19 | 2 | 60 | | |
| 40 - 49 | 80 | 20 | | 5 | 7 | 16 | 21 | 11 | 40 | | |
| 50 - 64 | 79 | 21 | $\chi^2 = 1.25$ | 6 | 5 | 20 | 10 | 16 | 42 | $\chi^2 = 21.45$ | |
| 65 and older | 81 | 19 | (.869) | 4 | 5 | 21 | 14 | 16 | 41 | (.371) | |
| <i>Gender</i> | (n = 2266) | | | (n = 400) | | | | | | | |
| Male | 81 | 20 | $\chi^2 = 0.51$ | 7 | 6 | 21 | 12 | 11 | 42 | $\chi^2 = 12.2^*$ | |
| Female | 79 | 21 | (.475) | 2 | 2 | 14 | 19 | 15 | 47 | (.032) | |

Appendix Table 8 continued.

| | <i>Is your community or nearest community the one you most closely identify with?</i> | | <i>Chi-square (sig.)</i> | <i>What is the size of community you most closely identify with in terms of your employment, retail trade, school, etc.?</i> | | | | | | <i>Chi-square (sig.)</i> |
|----------------------------------|---|-----------|--------------------------|--|------------------|----------------------|----------------------|------------------------|------------------------|--------------------------|
| | <i>Yes</i> | <i>No</i> | | <i>Less than 500</i> | <i>500 - 999</i> | <i>1,000 - 4,999</i> | <i>5,000 - 9,999</i> | <i>10,000 - 19,999</i> | <i>20,000 and over</i> | |
| <i>Marital Status</i> | (n = 2237) | | | (n = 400) | | | | | | |
| Married | 80 | 20 | | 5 | 4 | 20 | 15 | 12 | 44 | |
| Never married | 81 | 20 | | 9 | 6 | 15 | 12 | 15 | 42 | |
| Divorced/separated | 77 | 23 | $\chi^2 = 2.12$ | 4 | 7 | 15 | 13 | 13 | 48 | $\chi^2 = 4.68$ |
| Widowed | 82 | 18 | (.548) | 8 | 8 | 18 | 18 | 15 | 35 | (.994) |
| <i>Education</i> | (n = 2221) | | | (n = 399) | | | | | | |
| H.S. diploma or less | 79 | 21 | | 8 | 8 | 16 | 14 | 17 | 38 | |
| Some college | 78 | 22 | $\chi^2 = 9.33^*$ | 5 | 3 | 21 | 13 | 13 | 46 | $\chi^2 = 16.11$ |
| Bachelors degree | 85 | 16 | (.009) | 4 | 4 | 21 | 17 | 5 | 49 | (.096) |
| <i>Occupation</i> | (n = 1546) | | | (n = 276) | | | | | | |
| Sales | 80 | 20 | | 9 | 4 | 4 | 9 | 22 | 52 | |
| Manual laborer | 81 | 19 | | 4 | 22 | 22 | 11 | 15 | 26 | |
| Prof/tech/admin | 83 | 17 | | 3 | 3 | 22 | 16 | 8 | 47 | |
| Service | 82 | 18 | | 0 | 0 | 23 | 23 | 14 | 40 | |
| Farming/ranching | 82 | 18 | | 8 | 3 | 39 | 22 | 8 | 19 | |
| Skilled laborer | 74 | 26 | | 6 | 0 | 10 | 15 | 17 | 52 | |
| Admin support | 71 | 29 | $\chi^2 = 11.46$ | 6 | 0 | 6 | 13 | 19 | 56 | $\chi^2 = 65.55^*$ |
| Other | 86 | 14 | (.120) | 25** | 0** | 25** | 0** | 25** | 25** | (.001) |
| <u>Yrs Lived in Comm.</u> | (n = 2161) | | | (n = 391) | | | | | | |
| Five years or less | 73 | 27 | $\chi^2 = 9.54^*$ | 6 | 3 | 16 | 13 | 13 | 50 | $\chi^2 = 2.20$ |
| More than five years | 81 | 19 | (.002) | 6 | 6 | 20 | 15 | 13 | 42 | (.821) |

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

| | <i>Do you plan to leave your community in the next year?</i> | | | <i>Chi-square (sig.)</i> | <i>If yes, where do you plan to move?</i> | | | <i>Chi-square (sig.)</i> |
|-----------------------|--|------------|------------------|--------------------------|---|-------------------------------|---------------------------------------|--------------------------|
| | <i>Yes</i> | <i>No</i> | <i>Uncertain</i> | | <i>Lincoln/Omaha metro areas</i> | <i>Some other place in NE</i> | <i>Some place other than Nebraska</i> | |
| Community Size | | (n = 2282) | | | Percentages | | | |
| Less than 500 | 4 | 86 | 10 | | 9 | 73 | 18 | |
| 500 - 999 | 4 | 85 | 10 | | 30 | 20 | 50 | |
| 1,000 - 4,999 | 8 | 82 | 10 | | 18 | 52 | 30 | |
| 5,000 - 9,999 | 2 | 84 | 14 | $\chi^2 = 21.64^*$ | 20** | 20** | 60** | $\chi^2 = 16.42^*$ |
| 10,000 and up | 5 | 83 | 12 | (.006) | 29 | 20 | 51 | (.037) |
| Region | | (n = 2383) | | | | (n = 106) | | |
| Panhandle | 4 | 80 | 17 | | 10 | 30 | 60 | |
| North Central | 7 | 86 | 8 | | 25 | 33 | 42 | |
| South Central | 4 | 84 | 12 | | 8 | 39 | 54 | |
| Northeast | 5 | 82 | 13 | $\chi^2 = 23.08^*$ | 30 | 41 | 30 | $\chi^2 = 11.96$ |
| Southeast | 5 | 88 | 8 | (.003) | 32 | 53 | 16 | (.153) |
| Income Level | | (n = 2192) | | | | (n = 102) | | |
| Under \$20,000 | 6 | 79 | 15 | | 26 | 35 | 39 | |
| \$20,000 - \$39,999 | 4 | 84 | 12 | | 8 | 56 | 36 | |
| \$40,000 - \$59,999 | 6 | 85 | 9 | $\chi^2 = 17.82^*$ | 24 | 38 | 38 | $\chi^2 = 6.87$ |
| \$60,000 and over | 4 | 87 | 9 | (.007) | 35 | 25 | 40 | (.333) |
| Age | | (n = 2377) | | | | (n = 107) | | |
| 19 - 29 | 14 | 71 | 15 | | 27 | 40 | 33 | |
| 30 - 39 | 7 | 80 | 13 | | 12 | 65 | 24 | |
| 40 - 49 | 5 | 81 | 14 | | 18 | 27 | 55 | |
| 50 - 64 | 5 | 85 | 11 | $\chi^2 = 50.29^*$ | 31 | 28 | 42 | $\chi^2 = 11.44$ |
| 65 and older | 3 | 89 | 8 | (.000) | 12 | 53 | 35 | (.178) |
| Gender | | (n = 2385) | | | | (n = 107) | | |
| Male | 4 | 85 | 11 | $\chi^2 = 5.70$ | 23 | 38 | 39 | $\chi^2 = 0.21$ |
| Female | 6 | 82 | 13 | (.058) | 20 | 42 | 39 | (.902) |
| Marital Status | | (n = 2385) | | | | (n = 107) | | |
| Married | 4 | 87 | 9 | | 19 | 41 | 41 | |
| Never married | 9 | 69 | 22 | | 36 | 43 | 21 | |
| Divorced/separated | 11 | 69 | 19 | $\chi^2 = 95.32^*$ | 21 | 29 | 50 | $\chi^2 = 5.14$ |
| Widowed | 2 | 87 | 12 | (.000) | 20** | 60** | 20** | (.526) |
| Education | | (n = 2379) | | | | (n = 107) | | |
| H.S. diploma or less | 3 | 87 | 10 | | 25 | 46 | 29 | |
| Some college | 5 | 82 | 13 | $\chi^2 = 12.93^*$ | 14 | 43 | 43 | $\chi^2 = 4.90$ |
| Bachelors degree | 6 | 83 | 11 | (.012) | 29 | 29 | 43 | (.298) |

Appendix Table 9 continued.

| | <i>Do you plan to leave your community in the next year?</i> | | | <i>Chi-square (sig.)</i> | <i>If yes, where do you plan to move?</i> | | | <i>Chi-square (sig.)</i> |
|---------------------------|--|-----------|------------------|--------------------------|---|-------------------------------|---------------------------------------|--------------------------|
| | <i>Yes</i> | <i>No</i> | <i>Uncertain</i> | | <i>Lincoln/Omaha metro areas</i> | <i>Some other place in NE</i> | <i>Some place other than Nebraska</i> | |
| Occupation | (n = 1558) | | | | (n = 76) | | | |
| Sales | 8 | 83 | 9 | | 18 | 27 | 55 | |
| Manual laborer | 4 | 84 | 12 | | 0** | 71** | 29** | |
| Prof/tech/admin | 7 | 80 | 13 | | 29 | 26 | 45 | |
| Service | 5 | 83 | 12 | | 33** | 44** | 22** | |
| Farming/ranching | 1 | 92 | 7 | | 0** | 0** | 100** | |
| Skilled laborer | 5 | 84 | 11 | | 13** | 63** | 25** | |
| Admin support | 9 | 75 | 16 | $\chi^2 = 21.39$ | 20** | 40** | 40** | $\chi^2 = 16.38$ |
| Other | 6 | 89 | 6 | (.092) | 50** | 50** | 0** | (.291) |
| Yrs Lived in Comm. | (n = 2249) | | | | (n = 102) | | | |
| Five years or less | 11 | 73 | 16 | $\chi^2 = 35.20^*$ | 12 | 46 | 42 | $\chi^2 = 1.78$ |
| More than five years | 4 | 86 | 11 | (.000) | 24 | 38 | 38 | (.410) |

* 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.

CARI Research Report 06-3, September 2006

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