

# CENTER FOR APPLIED RURAL INNOVATION 

## A Research Report*

## Views of Community Life in Rural Nebraska

2008 Nebraska Rural Poll Results

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## Executive Summary

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

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

- By many different measures, rural Nebraskans are positive about their community.
$\checkmark$ Many rural Nebraskans rate their community favorably on its social dimensions. Many rural Nebraskans rate their communities as friendly (73\%), trusting (61\%) and supportive ( $67 \%$ ). (page 6)
$\checkmark$ Many rural Nebraskans express positive sentiments about their community. Approximately two-thirds (67\%) agree with the statement that "my community is very special to me." And 63 percent agree with the statement that "I feel I can really be myself in my community." (page 10)
$\checkmark$ One-half of rural Nebraskans say it would be difficult to leave their community. Fifty percent say it would be difficult for their household to leave their community.
Approximately one-third (33\%) indicate it would be easy for their household to leave their community and 17 percent gave a neutral response. (page 11)
- While residents living in or near larger communities are more likely to view positive change in their communities, residents of smaller communities are more likely to rate their community favorably on its social dimensions and to have positive sentiments about their community.
$\checkmark$ Residents living in or near larger communities are more likely than residents of smaller communities to say their community has changed for the better during the past year. Thirty-six percent of persons living in or near communities with populations of 10,000 or more believe their community has changed for the better, compared to 23 percent of persons living in or near communities with less than 500 people. (page 6)
$\checkmark$ Residents living in or near the smallest communities are more likely than persons
living in or near larger communities to rate their community as friendly, trusting and supportive. Just over three-quarters ( $76 \%$ ) of persons living in or near communities with populations under 500 say their community is supportive, compared to 62 percent of persons living in or near communities with populations of 10,000 or more. (page 6)
$\checkmark$ Persons living in or near smaller communities are more likely than persons living in or near larger communities to express positive sentiments about their community. Forty-four percent of persons living in or near communities with less than 500 people agree with the statement that no other place can compare to my community. In comparison, 26 percent of persons living in or near communities with populations of 10,000 or more agree with this statement. (page 10)
- Except for a few services that are largely unavailable in rural communities, rural Nebraskans are generally satisfied with basic community services and amenities. At least 70 percent of rural Nebraskans are satisfied with the following services or amenities: fire protection ( $86 \%$ ), parks and recreation ( $75 \%$ ), library services ( $75 \%$ ), religious organizations ( $73 \%$ ), and education ( $\mathrm{K}-12$ ) ( $70 \%$ ). On the other hand, at least one-third of rural Nebraskans are dissatisfied with the entertainment, retail shopping, restaurants, streets and roads, arts/cultural activities, local government and public transportation services in their community. (page 7)
- Although few rural Nebraskans are planning to move from their community next year, the potential movers who are planning to move out of Nebraska increased from last year. Only five percent of rural Nebraskans are planning to move from their community in the next year. Of those who are planning to move, one-half ( $50 \%$ ) are planning to leave Nebraska. Last year, 39 percent of the potential movers planned to leave the state. (page 3)
- Many rural Nebraskans rate the quality of life in their community as very good or excellent. One-third ( $33 \%$ ) of rural Nebraskans rate the quality of life in their community as very good and four percent rate it as excellent. Almost one-half (46\%) rate the quality of life as good, 15 percent rate it as fair and two percent rate the quality of life as poor. (page 14)
- Almost all rural Nebraskans rate a sense of security and safety as an important factor in contributing to the quality of life in their community. Ninety-four percent of rural Nebraskans rate a sense of security and safety as either a very important or somewhat important factor that contributes to their community's quality of life. Other factors seen as important include: quality of community services and facilities ( $86 \%$ ), their economic well-being ( $85 \%$ ), and interactions with their neighbors and others in the community (84\%). (page 16)


## Introduction

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

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

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

## Methodology and Respondent Profile

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

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

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

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

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

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

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

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

## Trends in Community Ratings (19962008)

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

## Community Change

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

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

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

Figure 1. Community Change, 1996-2008

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

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

## Community Social Dimensions

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

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

## Plans to Leave the Community

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

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

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

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

## Satisfaction with Community Services and Amenities

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

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

## The Community and Its Attributes in 2008

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

## Community Change

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

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

| Service/Amenity | $\stackrel{\sim}{\sim}$ |  | "N | $\begin{aligned} & \hline \stackrel{N}{0} \\ & \text { O} \end{aligned}$ | $$ | " | " |  | $\overline{\mathrm{N}}$ | : | . | - |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Fire protection | 86 | 85 | 86 | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| Parks/recreation | 75 | 74 | 75 | 74 | 75 | 76 | 74 | 73 | 77 | 75 | 77 | 77 |
| Library services | 75 | 74 | 73 | 72 | 74 | 74 | 74 | 71 | 79 | 72 | 78 | 78 |
| Religious org. | 73 | 72 | 72 | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| Education (K-12) | 70 | 68 | 68 | 68 | 68 | 69 | 69 | 69 | 73 | 72 | 74 | 71 |
| Sewage/waste disposal* | 67 | 66 | 66 | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| Sewage disposal | NA | NA | NA | 63 | 67 | 64 | 66 | 61 | 63 | 63 | 63 | 68 |
| Water disposal | NA | NA | NA | 62 | 65 | 62 | 64 | 60 | 61 | 60 | 61 | 66 |
| Solid waste disp. | NA | NA | 64 | 63 | 65 | 63 | 64 | 60 | 60 | 60 | 59 | 61 |
| Medical care svcs | 66 | 63 | 71 | 71 | 71 | 71 | 69 | 71 | 72 | 70 | 73 | 73 |
| Law enforcement | 62 | 63 | 64 | 63 | 63 | 65 | 63 | 61 | 64 | 63 | 64 | 66 |
| Housing | 59 | 59 | 61 | 60 | 61 | 60 | 62 | 57 | 56 | 62 | 63 | 61 |
| Cell phone svc. | 58 | 54 | 49 | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| Internet service | 57 | 51 | 50 | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| Streets and roads* | 49 | 55 | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| Streets | NA | NA | 60 | 60 | 59 | 62 | 61 | 51 | 59 | 62 | 59 | NA |
| Highways/ bridges | NA | NA | 69 | 70 | 69 | 70 | 69 | 65 | 68 | 68 | 66 | NA |
| Senior centers | 47 | 48 | 55 | 59 | 58 | 61 | 62 | 58 | 59 | 62 | 65 | 66 |
| Nursing home care | 47 | 46 | 53 | 55 | 55 | 57 | 57 | 55 | 56 | 59 | 62 | 63 |
| Restaurants | 45 | 50 | 54 | 54 | 56 | 54 | 51 | 53 | 55 | 56 | 57 | 59 |
| Retail shopping | 39 | 41 | 45 | 47 | 49 | 45 | 45 | 47 | 47 | 49 | 48 | 53 |
| Local government | 38 | 40 | 41 | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| County govt. | NA | NA | NA | 47 | 48 | 51 | 47 | 49 | 49 | 53 | 53 | 48 |
| City/village govt. | NA | NA | NA | 46 | 45 | 48 | 45 | 46 | 45 | 51 | 50 | 46 |
| Day care services | 28 | 31 | 42 | 45 | 47 | 45 | 44 | 43 | 46 | 45 | 50 | 51 |
| Entertainment | 26 | 30 | 34 | 32 | 36 | 33 | 32 | 33 | 33 | 34 | 35 | 38 |
| Head start programs | 26 | 29 | 37 | 39 | 41 | 40 | 38 | 39 | 40 | 37 | 41 | 44 |
| Mental health svc. | 23 | 23 | 27 | 30 | 31 | 30 | 30 | 29 | 30 | 29 | 32 | 34 |
| Airport | NA | NA | 26 | 31 | 32 | 32 | 32 | 29 | 30 | NA | NA | NA |
| Public transportation services* | 17 | 17 | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| Airline service | NA | NA | 15 | 15 | 18 | 17 | 16 | 15 | 15 | NA | NA | NA |
| Taxi service | NA | NA | 11 | 12 | 12 | 11 | 10 | 10 | 9 | 8 | 9 | 11 |
| Rail service | NA | NA | 9 | 11 | 13 | 11 | 11 | 10 | 10 | 11 | 11 | 14 |
| Bus service | NA | NA | 7 | 7 | 11 | 10 | 9 | 10 | 9 | 10 | 11 | 13 |



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

## Community Social Dimensions

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

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

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

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

When comparing responses by age, persons age 65 and older are more likely than younger respondents to view their community as trusting. The youngest respondents join the oldest respondents as the groups most likely to view their
community as friendly and supportive.
Both the widowed respondents and the respondents who are married are the marital groups most likely to view their community as trusting. When asked to rate their community on its friendliness and supportiveness, the divorced/separated respondents are the marital group least likely to rate their communities as friendly and supportive.

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

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

Satisfaction with Community Services and Amenities

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The groups most likely to be dissatisfied with the housing in their community include persons under the age of 65 and both persons with the lowest and highest household incomes. When comparing
responses by occupation, persons with occupations in agriculture are the group least likely to express dissatisfaction with their community's housing.

## Feelings About Community

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

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

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

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

Figure 5. Feelings About Community


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

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

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

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

Figure 6. Difficulty or Ease of Leaving Community


Nebraskans say it would be difficult to leave their community ${ }^{1}$ (Figure 6). One-third (33\%) indicate it would be easy for their household to leave their community.

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

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

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

[^0]Long term residents of the community are more likely than newcomers to say it would be difficult to leave their community. Fiftytwo percent of persons who have lived in their community for more than five years say it would be difficult to leave their community, compared to 36 percent of persons living in the community for five years or less (Figure 7).

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

## Plans to Leave the Community

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

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

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

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

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

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

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

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

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

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

Nebraska.

## Community Quality of Life

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

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

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

Figure 8. Primary Community


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

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

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

Persons with the lowest incomes, persons age 65 and older, persons with less education and persons with occupations classified as "other" are the groups most likely to consider the immediate neighborhood where they live as their
primary community.
Respondents were next asked to rate their community's quality of life. Almost onehalf (46\%) of rural Nebraskans rate the quality of life in their community as good (Figure 9). One-third ( $33 \%$ ) rate it as very good and four percent rate the quality of life as excellent.

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


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

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

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

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

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

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

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

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

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

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

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

communities with populations ranging from 500 to 999.

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

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

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

Females are more likely than males to rate interactions with your neighbors and others
in the community; feeling of belonging in the community; natural, scenic or recreational amenities; a shared community vision; opportunities for personal growth; quality of community services and facilities; and new people and businesses as important factors.

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

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

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

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

## Conclusion

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

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

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

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

## Appendix Figure 1. Regions of Nebraska


$\square$ Metropolitan counties (not surveyed)

Appendix Table 1. Demographic Profile of Rural Poll Respondents ${ }^{l}$ Compared to 2000 Census

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

[^1]Appendix Table 2. Perceptions of Community Change by Community Size, Region and Individual Attributes


Appendix Table 2 continued.

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

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

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

## Appendix Table 3 continued

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

[^2]| Service/Amenity | Dissatisfied* | No opinion | Satisfied* |
| :---: | :---: | :---: | :---: |
|  |  | Percentages |  |
| Entertainment | 54 | 20 | 26 |
| Retail shopping | 51 | 10 | 39 |
| Restaurants | 46 | 9 | 45 |
| Streets and roads | 46 | 5 | 49 |
| Arts/cultural activities | 40 | 35 | 25 |
| Local government | 36 | 26 | 38 |
| Public transportation services | 33 | 50 | 17 |
| Community recycling | 29 | 23 | 48 |
| Cellular phone service | 28 | 14 | 58 |
| Housing | 24 | 17 | 59 |
| Law enforcement | 23 | 15 | 62 |
| Medical care services | 21 | 13 | 66 |
| Internet service | 21 | 23 | 57 |
| Mental health services | 19 | 59 | 23 |
| Day care services | 15 | 57 | 28 |
| Education ( $\mathrm{K}-12$ ) | 13 | 17 | 70 |
| Parks and recreation | 13 | 12 | 75 |
| Nursing home care | 12 | 41 | 47 |
| Sewage/waste disposal | 12 | 21 | 67 |
| Head start programs | 9 | 65 | 26 |
| Senior centers | 8 | 45 | 47 |
| Library services | 8 | 17 | 75 |
| Religious organizations | 6 | 21 | 73 |
| Fire protection | 4 | 10 | 86 |

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

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

Only the ten services with the highest combined percentage of very or somewhat dissatisfied are included in this table.

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

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

Only the ten services with the highest combined percentage of very or somewhat dissatisfied are included in this table.

Appendix Table 5 continued.

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

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

Only the ten services with the highest combined percentage of very or somewhat dissatisfied are included in this table.

## My community is very special to me.

No other place can compare to my community.


I feel I can really be myself in my community. My community is my favorite place to be.

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

Chi-square (sig.)


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


# Assume you were to have a discussion in your household about leaving your community for a reasonably good opportunity elsewhere. How easy or difficult would it be for your household to leave your community? 

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

[^4]
# Do you plan to leave your community in <br> the next year? 

If yes, where do you plan to move?

|  | Yes | No | Uncertain | Chi-square (sig.) | Lincoln/Omaha metro areas | Some other place in NE | Some place other than Nebraska | Chi-square (sig.) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | Percentages |  |  |  |
| Community Size |  | ( $\mathrm{n}=$ | 87) |  |  | ( $\mathrm{n}=113$ ) |  |  |
| Less than 500 | 2 | 87 | 10 |  | 0** | 25** | 75** |  |
| 500-999 | 4 | 82 | 14 |  | 11** | 56** | 33** |  |
| 1,000-4,999 | 5 | 86 | 9 |  | 24 | 36 | 39 |  |
| 5,000-9,999 | 9 | 76 | 16 | $\chi^{2}=29.78 *$ | 27 | 15 | 58 | $\chi^{2}=9.80$ |
| 10,000 and up | 5 | 81 | 14 | (.000) | 24 | 27 | 49 | (.279) |
| Region |  | ( $\mathrm{n}=$ | 23) |  |  | ( $\mathrm{n}=115$ ) |  |  |
| Panhandle | 7 | 81 | 13 |  | 6 | 11 | 83 |  |
| North Central | 4 | 80 | 16 |  | 31 | 63 | 6 |  |
| South Central | 5 | 83 | 12 |  | 9 | 27 | 65 |  |
| Northeast | 4 | 85 | 12 | $\chi^{2}=12.44$ | 50 | 27 | 23 | $\chi^{2}=36.92 *$ |
| Southeast | 7 | 83 | 11 | (.133) | 20 | 28 | 52 | (.000) |
| Income Level |  | ( $\mathrm{n}=$ | 40) |  |  | $(\mathrm{n}=112)$ |  |  |
| Under \$20,000 | 7 | 76 | 17 |  | 20 | 16 | 64 |  |
| \$20,000 - \$39,999 | 3 | 80 | 17 |  | 19 | 44 | 38 |  |
| \$40,000-\$59,999 | 5 | 86 | 10 | $\chi^{2}=49.71 *$ | 31 | 39 | 31 | $\chi^{2}=9.93$ |
| \$60,000 and over | 7 | 85 | 8 | (.000) | 18 | 22 | 60 | (.128) |
| Age |  | ( $\mathrm{n}=$ | 27) |  |  | $(\mathrm{n}=114)$ |  |  |
| 19-29 | 10 | 70 | 20 |  | 27 | 27 | 46 |  |
| 30-39 | 6 | 79 | 15 |  | 15 | 50 | 35 |  |
| 40-49 | 4 | 87 | 9 |  | 24 | 19 | 57 |  |
| 50-64 | 3 | 85 | 12 | $\chi^{2}=84.50$ * | 24 | 18 | 59 | $\chi^{2}=10.68$ |
| 65 and older | 2 | 89 | 8 | (.000) | 0 | 33 | 67 | (.220) |
| Gender |  | ( $\mathrm{n}=$ | 16) |  |  | $(\mathrm{n}=116)$ |  |  |
| Male | 5 | 84 | 12 | $\chi^{2}=0.83$ | 18 | 28 | 55 | $\chi^{2}=1.37$ |
| Female | 5 | 82 | 13 | (.661) | 25 | 31 | 45 | (.505) |
| Marital Status |  | ( $\mathrm{n}=$ | 17) |  |  | ( $\mathrm{n}=114$ ) |  |  |
| Married | 5 | 85 | 10 |  | 18 | 28 | 54 |  |
| Never married | 3 | 81 | 17 |  | 71** | 14** | 14** |  |
| Divorced/separated | 8 | 69 | 23 | $\chi^{2}=52.90$ * | 16 | 37 | 47 | $\chi^{2}=12.31$ |
| Widowed | 3 | 85 | 12 | (.000) | $20^{* *}$ | $20^{* *}$ | $60^{* *}$ | (.055) |
| Education |  | ( $\mathrm{n}=$ | 05) |  |  | $(\mathrm{n}=113)$ |  |  |
| H.S. diploma or less | 4 | 84 | 12 |  | 10 | 17 | 72 |  |
| Some college | 4 | 82 | 14 | $\chi^{2}=7.27$ | 8 | 45 | 48 | $\chi^{2}=21.43^{*}$ |
| Bachelors degree | 6 | 82 | 11 | (.122) | 39 | 23 | 39 | (.000) |

Appendix Table 8 continued.

|  | Do you plan to leave your community in |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| the next year? |  |

* Chi-square values are statistically significant at the .05 level.
** Note: Row percentages are calculated using a row total that contains less than 10 respondents.

Appendix Table 9. Perceptions of Primary Community in Relation to Community Size, Region and Individual Attributes.
People may have different ideas about the term/concept of community. What do you consider to be your primary community?


People may have different ideas about the term/concept of community. What do you consider to be your primary community?

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

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

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

[^5]|  | Your economic well-being |  |  | Interactions with your neighbors and others in the community |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Percentages |  |  |  |  |  |  |  |
| Community Size |  | ( $\mathrm{n}=2224$ ) |  |  |  | $=2241)$ |  |  |
| Less than 500 | 5 | 13 | 82 |  | 5 | 8 | 87 |  |
| 500-999 | 10 | 7 | 83 |  | 5 | 8 | 86 |  |
| 1,000-4,999 | 8 | 8 | 84 |  | 10 | 8 | 82 |  |
| 5,000-9,999 | 6 | 13 | 82 | $\chi^{2}=36.06^{*}$ | 5 | 8 | 87 | $\chi^{2}=15.46$ |
| 10,000 and up | 5 | 6 | 90 | (.000) | 8 | 10 | 83 | (.051) |
| Region |  | ( $\mathrm{n}=2304$ ) |  |  |  | $=2321)$ |  |  |
| Panhandle | 5 | 8 | 88 |  | 5 | 9 | 86 |  |
| North Central | 6 | 9 | 85 |  | 5 | 9 | 86 |  |
| South Central | 5 | 10 | 85 |  | 8 | 9 | 82 |  |
| Northeast | 7 | 8 | 86 | $\chi^{2}=18.44 *$ | 6 | 9 | 85 | $\chi^{2}=12.99$ |
| Southeast | 11 | 8 | 81 | (.018) | 11 | 8 | 82 | (.112) |
| Individual Attributes: |  |  |  |  |  |  |  |  |
| Household Income Level |  | ( $\mathrm{n}=2137$ ) |  |  |  | $=2150)$ |  |  |
| Under \$20,000 | 9 | 12 | 79 |  | 10 | 9 | 81 |  |
| \$20,000-\$39,999 | 7 | 8 | 85 |  | 7 | 10 | 83 |  |
| \$40,000-\$59,999 | 4 | 9 | 88 | $\chi^{2}=19.60$ * | 6 | 8 | 87 | $\chi^{2}=9.51$ |
| \$60,000 and over | 7 | 8 | 86 | (.003) | 7 | 9 | 84 | (.147) |
| Age |  | ( $\mathrm{n}=2306$ ) |  |  |  | $=2325)$ |  |  |
| 19-29 | 5 | 8 | 87 |  | 5 | 6 | 89 |  |
| 30-39 | 5 | 13 | 83 |  | 7 | 12 | 81 |  |
| 40-49 | 5 | 8 | 87 |  | 7 | 9 | 84 |  |
| 50-64 | 7 | 8 | 85 | $\chi^{2}=18.91 *$ | 8 | 10 | 82 | $\chi^{2}=14.87$ |
| 65 and older | 9 | 8 | 84 | (.015) | 8 | 8 | 84 | (.062) |
| Gender |  | ( $\mathrm{n}=2297$ ) |  |  |  | $=2313)$ |  |  |
| Male | 7 | 9 | 84 | $\chi^{2}=1.98$ | 8 | 12 | 80 | $\chi^{2}=22.37 *$ |
| Female | 6 | 9 | 86 | (.372) | 7 | 7 | 86 | (.000) |
| Education |  | ( $\mathrm{n}=2287$ ) |  |  |  | $=2305)$ |  |  |
| High school diploma or less | 7 | 10 | 83 |  | 10 | 11 | 80 |  |
| Some college | 7 | 9 | 84 | $\chi^{2}=6.60$ | 6 | 10 | 84 | $\chi^{2}=18.83 *$ |
| Bachelors or grad degree | 6 | 7 | 88 | (.159) | 6 | 6 | 88 | (.001) |
| Marital Status |  | ( $\mathrm{n}=2299$ ) |  |  |  | $=2315)$ |  |  |
| Married | 6 | 9 | 86 |  | 6 | 9 | 85 |  |
| Never married | 6 | 11 | 83 |  | 9 | 9 | 82 |  |
| Divorced/separated | 9 | 8 | 82 | $\chi^{2}=8.63$ | 12 | 9 | 80 | $\chi^{2}=10.36$ |
| Widowed | 9 | 8 | 83 | (.196) | 8 | 10 | 82 | (.110) |
| Occupation |  | ( $\mathrm{n}=1635$ ) |  |  |  | $=1639)$ |  |  |
| Mgt, prof, education | 4 | 6 | 90 |  | 6 | 6 | 89 |  |
| Sales/office support | 7 | 7 | 86 |  | 7 | 8 | 85 |  |
| Const, inst or maint | 10 | 9 | 81 |  | 10 | 11 | 79 |  |
| Prodn/trans/warehs | 7 | 10 | 83 |  | 12 | 12 | 76 |  |
| Agriculture | 7 | 10 | 84 |  | 6 | 10 | 84 |  |
| Food serv/pers. care | 8 | 11 | 81 |  | 5 | 9 | 87 |  |
| Hlthcare supp/safety | 4 | 8 | 88 | $\chi^{2}=21.09$ | 3 | 6 | 91 | $\chi^{2}=30.77 *$ |
| Other | 5 | 16 | 78 | (.099) | 11 | 14 | 75 | (.006) |
| Years Lived in Community |  | $(\mathrm{n}=2179)$ |  |  |  | $=2196)$ |  |  |
| Five years or less | 7 | 9 | 85 | $\chi^{2}=0.00$ | 6 | 7 | 87 | $\chi^{2}=3.43$ |
| More than five years | 6 | 9 | 85 | (.998) | 7 | 9 | 83 | (.180) |

Feeling of belonging in the
Sense of safety and security
Unimportant Neither Important Significance Unimportant Neither Important Significance

|  | Natural, scenic or recreational amenities |  |  | A shared community vision |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Percentages |  |  |  |  |  |  |  |
| Community Size |  | $(\mathrm{n}=2216)$ |  |  |  | = 2211) |  |  |
| Less than 500 | 15 | 31 | 54 |  | 9 | 28 | 64 |  |
| 500-999 | 21 | 21 | 57 |  | 11 | 15 | 74 |  |
| 1,000-4,999 | 14 | 23 | 63 |  | 12 | 24 | 64 |  |
| 5,000-9,999 | 10 | 15 | 75 | $\chi^{2}=60.60$ * | 11 | 24 | 65 | $\chi^{2}=17.25 *$ |
| 10,000 and up | 10 | 18 | 72 | (.000) | 9 | 26 | 65 | (.028) |
| Region |  | $(\mathrm{n}=2290)$ |  |  |  | = 2287) |  |  |
| Panhandle | 10 | 17 | 73 |  | 9 | 22 | 69 |  |
| North Central | 11 | 24 | 65 |  | 14 | 22 | 65 |  |
| South Central | 13 | 21 | 66 |  | 9 | 25 | 67 |  |
| Northeast | 12 | 20 | 67 | $\chi^{2}=18.51 *$ | 9 | 25 | 66 | $\chi^{2}=18.73 *$ |
| Southeast | 18 | 23 | 59 | (.018) | 15 | 27 | 58 | (.016) |
| Individual Attributes: |  |  |  |  |  |  |  |  |
| Household Income Level |  | $(\mathrm{n}=2128)$ |  |  |  | = 2128) |  |  |
| Under \$20,000 | 20 | 22 | 58 |  | 15 | 21 | 64 |  |
| \$20,000-\$39,999 | 14 | 22 | 65 |  | 10 | 26 | 64 |  |
| \$40,000-\$59,999 | 11 | 22 | 67 | $\chi^{2}=21.83 *$ | 9 | 22 | 69 | $\chi^{2}=14.86 *$ |
| \$60,000 and over | 11 | 20 | 69 | (.001) | 9 | 26 | 65 | (.021) |
| Age |  | ( $\mathrm{n}=2297$ ) |  |  |  | = 2291) |  |  |
| 19-29 | 11 | 18 | 71 |  | 10 | 22 | 68 |  |
| 30-39 | 11 | 27 | 63 |  | 10 | 30 | 60 |  |
| 40-49 | 9 | 20 | 71 |  | 8 | 25 | 68 |  |
| 50-64 | 16 | 20 | 64 | $\chi^{2}=30.99^{*}$ | 12 | 25 | 63 | $\chi^{2}=20.39^{*}$ |
| 65 and older | 17 | 23 | 61 | (.000) | 13 | 21 | 66 | (.009) |
| Gender |  | ( $\mathrm{n}=2286$ ) |  |  |  | = 2282) |  |  |
| Male | 13 | 27 | 61 | $\chi^{2}=31.70^{*}$ | 12 | 28 | 61 | $\chi^{2}=13.57 *$ |
| Female | 13 | 17 | 70 | (.000) | 10 | 22 | 68 | (.001) |
| Education |  | $(\mathrm{n}=2277)$ |  |  |  | = 2272) |  |  |
| High school diploma or less | 14 | 24 | 61 |  | 12 | 24 | 65 |  |
| Some college | 13 | 22 | 65 | $\chi^{2}=21.38^{*}$ | 9 | 25 | 67 | $\chi^{2}=4.93$ |
| Bachelors or grad degree | 12 | 16 | 72 | (.000) | 12 | 24 | 64 | (.294) |
| Marital Status |  | $(\mathrm{n}=2286$ ) |  |  |  | = 2284) |  |  |
| Married | 12 | 21 | 67 |  | 10 | 24 | 66 |  |
| Never married | 13 | 25 | 63 |  | 13 | 32 | 55 |  |
| Divorced/separated | 18 | 19 | 63 | $\chi^{2}=11.53$ | 15 | 23 | 63 | $\chi^{2}=18.82 *$ |
| Widowed | 17 | 21 | 62 | (.073) | 11 | 19 | 70 | (.004) |
| Occupation |  | $(\mathrm{n}=1629)$ |  |  |  | = 1626) |  |  |
| Mgt, prof, education | 8 | 14 | 77 |  | 10 | 24 | 66 |  |
| Sales/office support | 15 | 14 | 71 |  | 9 | 23 | 68 |  |
| Const, inst or maint | 19 | 25 | 56 |  | 12 | 32 | 56 |  |
| Prodn/trans/warehs | 12 | 19 | 69 |  | 11 | 23 | 67 |  |
| Agriculture | 10 | 38 | 52 |  | 10 | 27 | 62 |  |
| Food serv/pers. care | 9 | 15 | 76 |  | 8 | 13 | 79 |  |
| Hlthcare supp/safety | 12 | 25 | 63 | $\chi^{2}=93.34^{*}$ | 10 | 27 | 63 | $\chi^{2}=20.26$ |
| Other | 8 | 31 | 61 | (.000) | 11 | 33 | 56 | (.122) |
| Years Lived in Community |  | $(\mathrm{n}=2172)$ |  |  |  | = 2167) |  |  |
| Five years or less | 8 | 21 | 71 | $\chi^{2}=7.16^{*}$ | 10 | 25 | 65 | $\chi^{2}=0.15$ |
| More than five years | 14 | 21 | 65 | (.028) | 11 | 24 | 66 | (.926) |


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



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


[^0]:    ${ }^{1}$ The responses on the 7 -point scale are converted to percentages as follows: values of 1,2 , and 3 are categorized as easy; values of 5, 6, and 7 are categorized as difficult; and a value of 4 is categorized as neutral.

[^1]:    ${ }^{1}$ Data from the Rural Polls have been weighted by age.
    22000 Census universe is non-metro population 20 years of age and over.
    ${ }^{3} 2000$ Census universe is total non-metro population.
    ${ }^{4} 2000$ Census universe is non-metro population 18 years of age and over.
    52000 Census universe is all non-metro households.
    ${ }^{6} 2000$ Census universe is non-metro population 15 years of age and over.

[^2]:    * Chi-square values are statistically significant at the .05 level.

[^3]:    * Dissatisfied represents the combined percentage of "very dissatisfied" or "somewhat dissatisfied" responses. Similarly, satisfied is the combination of "very satisfied" and "somewhat satisfied" responses.

[^4]:    * Chi-square values are statistically significant at the .05 level.

[^5]:    * Chi-square values are statistically significant at the .05 level. $0^{*}=$ Less than 1 percent.

