CENTER FOR APPLIED RURAL INNOVATION

A Research Report

The Digital Age: Nonmetropolitan Nebraskans' Use of Technology

2011 Nebraska Rural Poll Results

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Executive Summary

Over the past decade, people have increasingly used the Internet for shopping, social networking, government services, learning and education. Are rural Nebraskans using the Internet for these applications? What do they believe are the benefits and drawbacks of these applications? In addition, people are increasingly using mobile devices to connect to the Internet. Are rural Nebraskans using their cell phones to access the Internet? This paper provides a detailed analysis of these questions.

This report details 2,490 responses to the 2011 Nebraska Rural Poll, the sixteenth annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about technology. For all questions, comparisons are made among different respondent subgroups, that is, comparisons by age, occupation, region, etc. Based on these analyses, some key findings emerged:

- ***Most rural Nebraskans use the Internet or email from home.*** Three-quarters (75%) of rural Nebraskans use the Internet or email from home. Seven percent have access but do not use the Internet or email from their home and 18 percent indicate they do not have Internet service at home.
    - ✓ The groups most likely to use the Internet or email from home include: persons living in or near larger communities, residents of the Panhandle region, persons with higher household incomes, younger persons, females, married persons, persons with higher education levels and persons with management, professional or education occupations.

- ***Most rural Nebraskans have used the Internet for research, for health information, for purchasing a product, for watching a video and for social networking.*** Over one-half of rural Nebraskans do the following: research a product or service online (80%); search for information related to hobbies and projects (78%); look for health or medical information (74%); purchase a product online (72%); watch a video on a video-sharing site like YouTube or GoogleVideo (60%); and use a social networking site like MySpace, Facebook or LinkedIn.com (55%).

- ***Most rural Nebraskans have positive opinions about shopping online.*** The majority of respondents agree or strongly agree with the following statements: the Internet is the best place to buy items that are hard to find (65%), shopping online is convenient (72%), and shopping online saves me time (54%). In addition, the majority of respondents *disagree or strongly disagree* with the statement that shopping online is complicated (59%).
    - ✓ *However, most rural Nebraskans also have some concerns about shopping online.* The majority of respondents agree or strongly agree with the following statements: I don't like giving my credit card number or personal information online (64%) and I prefer to see the things I buy before I buy them (65%).

- ***In general, rural Nebraskans have positive opinions about online learning and education.*** Most rural Nebraskans agree with the following statements: the Internet is a useful way to take formal courses or training programs to further my education or professional needs (62%), researching health information online can help people better manage their health (77%), online

health information can help people decide whether or not to see a doctor (54%) and the Internet is useful to teach yourself new things or find answers to my questions (86%).
- ✓ *However, when asked about the quality of information found online, opinions were mixed.* Just over one-third (39%) agree that the quality of information found online is questionable. Twenty-one percent disagree with the statement and 40 percent neither agree nor disagree.

- ● ***Most rural Nebraskans agree that the Internet is useful for researching online government services, downloading government forms and distributing information on public health, food safety, or national security issues.*** When asked about using the Internet to renew licenses or registrations or to pay taxes, fines or fees, opinions were mixed on its convenience.
  - ✓ *However, persons that have completed these transactions online have positive opinions about them.* Of the persons that have renewed their driver's license or auto registration online, 90 percent agree that applying for or renewing licenses and registrations online is convenient.

- ● ***Most rural Nebraskans express positive sentiments about some aspects of online social networks – believing they are a good way to keep up with friends and family, they offer support to people who are isolated by geography or disability, and they can be a source of information and advice.*** However, the majority of rural Nebraskans don't trust that people on social network sites are accurately representing themselves and think online social networks have become a substitute for face-to-face communication. Opinions are mixed on whether these sites are a good way to make new friends, if they connect people with similar interests, and if they are a good place to keep track of causes that people support.
  - ✓ Most persons who have used a social networking site believe they connect people with similar interests and are a good place to keep track of causes that people support*.*

- ● ***Over 90 percent of rural Nebraskans have a cell phone and many use it to access the Internet.*** Just over one-quarter (28%) use a cell phone for voice calls only, over one-third (36%) use text/picture messages in addition to voice calls and 28 percent use their cell phone to access the Internet in addition to messaging and voice calls. Of the persons having a cell phone, 30 percent use them for voice calls only, 39 percent use messaging services in addition to voice calls and 31 percent access the Internet in addition to messaging and voice calls.

- ● ***Persons living in or near larger communities, South Central region residents, persons with higher household incomes, younger persons, females, persons with higher education levels and persons with healthcare support or public safety occupations are the groups most likely to access the Internet with their cell phone.***

Introduction

Over the past decade, people have increasingly used the Internet for shopping, social networking, government services, learning and education. Are rural Nebraskans using the Internet for these applications? What do they believe are the benefits and drawbacks of these applications? In addition, people are increasingly using mobile devices to connect to the Internet. Are rural Nebraskans using their cell phones to access the Internet? This paper provides a detailed analysis of these questions.

The 2011 Nebraska Rural Poll is the sixteenth annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about technology.

Methodology and Respondent Profile

This study is based on 2,490 responses from Nebraskans living in the 84 non-metropolitan counties in the state. A self-administered questionnaire was mailed in March and April to approximately 6,400 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, animal welfare, technology and work. This paper reports only results from the technology portion of the survey.

A 39% response rate was achieved using the total design method (Dillman, 1978). The sequence of steps used follow:
1. A pre-notification letter was sent requesting participation in the study.
2. The questionnaire was mailed with an informal letter signed by the project director approximately seven days later.

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

Appendix Table 1 shows demographic data from this year's study and previous rural polls, as well as similar data based on the entire nonmetropolitan population of Nebraska (using the latest available data from the 2000 U.S. Census). 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 eleven 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 from 2010).

The average age of respondents is 51 years. Sixty-six percent are married (Appendix Table 1) and 69 percent live within the city limits of a town or village. On average, respondents have

lived in Nebraska 43 years and have lived in their current community 28 years. Fifty-four percent are living in or near towns or villages with populations less than 5,000. Ninety-six percent have attained at least a high school diploma.

Forty-three percent of the respondents report their 2010 approximate household income from all sources, before taxes, as below $40,000. Forty-seven percent report incomes over $50,000.

Seventy-three percent were employed in 2010 on a full-time, part-time, or seasonal basis. Eighteen percent are retired. Thirty-five percent of those employed reported working in a management, professional, or education occupation. Twelve percent indicated they were employed in agriculture.

Internet Use

Rural Nebraskans were asked a series of questions to determine their use of technology. Most rural Nebraskans use the Internet or email from home. Three-quarters (75%) of rural Nebraskans use the Internet or email from home (Figure 1). Seven percent have access but do not use the Internet or email from their

Figure 1. *Use of Internet or Email at Home*
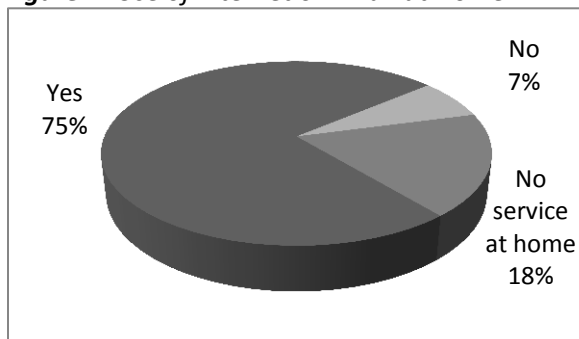
home and 18 percent indicate they do not have Internet service at home.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to use the Internet or email at home (Appendix Table 2). At least three-quarters of persons living in or near communities with populations of 500 or more use the Internet or email at home, compared to 68 percent of persons living in or near communities with less than 500 people.

Younger persons are more likely than older persons to use the Internet or email from home. Eighty-seven percent of persons under the age of 50 use the Internet or email from home, compared to 45 percent of persons age 65 and older (Figure 2).

Persons with higher income levels are more likely than persons with lower incomes to use the Internet or email from home. Ninety-four percent of persons with household incomes of $60,000 or more use the Internet or email from home, compared to only 46 percent of persons with household incomes less than $20,000 (Figure 2).

Persons with higher education levels are more likely than persons with less education to use the Internet or email at home. Ninety-one percent of persons with at least a four year degree use the Internet or email from home, compared to 53 percent of persons with a high school diploma or less education (Figure 2).

Persons living in the Panhandle are more likely than persons living in other regions of the state to use the Internet or email from home (Figure 2). Eighty-one percent of Panhandle residents use the Internet or email from home, compared to 71 percent of persons living in the Northeast region (see Appendix Figure 1 for the counties included in each region).

Figure 2. *Use of Internet at Home by Demographic Factors and Region*
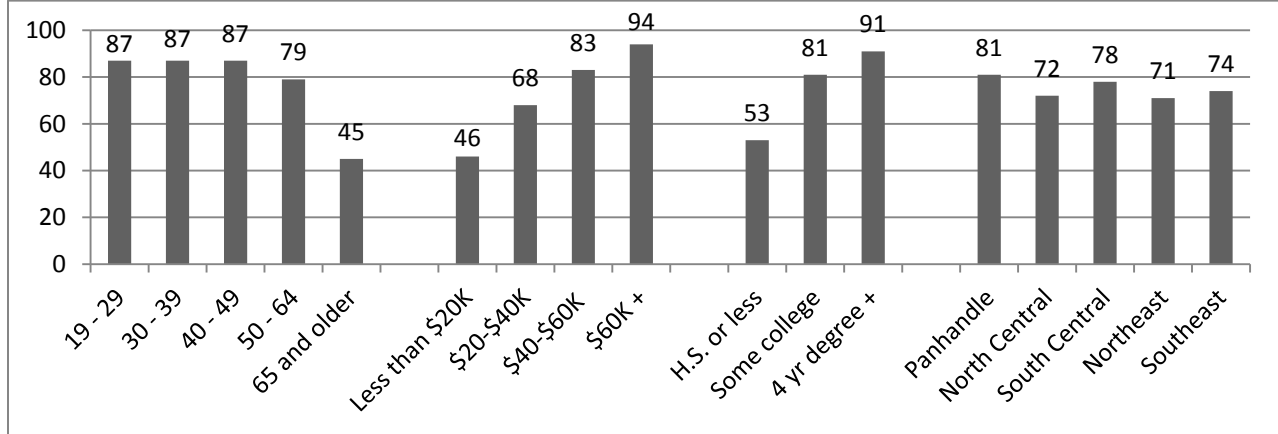
Other groups most likely to use the Internet or email from home include: females, married persons, and persons with management, professional, or education occupations.

Next, respondents were asked if they ever use the Internet to do various items. Most rural Nebraskans have used the Internet to do the following: research a product or service online (80%); search for information related to hobbies and projects (78%); look for health or medical information (74%); purchase a product online (72%); watch a video on a video-sharing site like YouTube or GoogleVideo (60%); and use a social networking site like MySpace, Facebook or LinkedIn.com (55%) (Table 1).

Certain groups are more likely than others to have used the Internet to do these items (Appendix Table 3). Younger persons are more likely than older persons to have used the Internet to do each of the items listed. As an example, 84 percent of persons age 19 to 29 use a social networking site, compared to 20 percent of persons age 65 and older. And, 62 percent of persons age 19 to 29 have watched a television show or movie online, compared to 10 percent of persons age 65 and older. However, for some of the items listed, at least one-third of the respondents age 65 and older

had done each: research a product or service online (45%), look for health or medical information (44%), search for information related to hobbies and projects (43%), and purchase a product online (34%).

Females are more likely than males to have done most of the items listed. As an example,

Table 1. *Internet Activities*

Items	%
Research a product or service online	80
Search for information related to hobbies and projects	78
Look for health or medical information	74
Purchase a product online	72
Watch a video on a video-sharing site like YouTube or GoogleVideo	60
Use a social networking site like MySpace, Facebook or LinkedIn.com	55
Download government forms online	45
File taxes online	39
Watch a television show or movie online	35
Renew a driver's license or auto registration online	21
Use Twitter or another service to share updates about yourself or to see updates about others	13
Pay a fine online (such as a parking ticket)	11

64 percent of females have used a social networking site, compared to 43 percent of males.

Persons with higher household incomes are more likely than persons with lower incomes to have done most of the items listed. As an example, 91 percent of persons with household incomes of $60,000 or more have purchased a product online, compared to 42 percent of persons with household incomes under $20,000. And, 45 percent of the persons with the highest household incomes had watched a television show or movie online, compared to 22 percent of persons with the lowest incomes.

When comparing responses by education level, the persons with the most education are more likely than the persons with less education to have done each of the items listed. Over one-half (51%) of persons with at least a four year college degree have filed taxes online, compared to 27 percent of persons with a high school diploma or less education.

Persons living in or near larger communities are more likely than persons living in or near the smallest communities to have done the following items: use a social networking site, purchase a product online, research a product or service online, file taxes online, search for information related to hobbies and projects, look for health or medical information, watch a video on a video-sharing site, and watch a television show or movie online. As an example, at least 72 percent of persons living in or near communities with populations of 500 or more have purchased a product online, compared to 63 percent of persons living in or near communities with less than 500 people. And, 41 percent of persons living in or near communities with populations of 10,000 or more have watched a television show or movie online, compared to 26 percent of persons

Figure 3. *Watched a TV Show or Movie Online by Community Size*
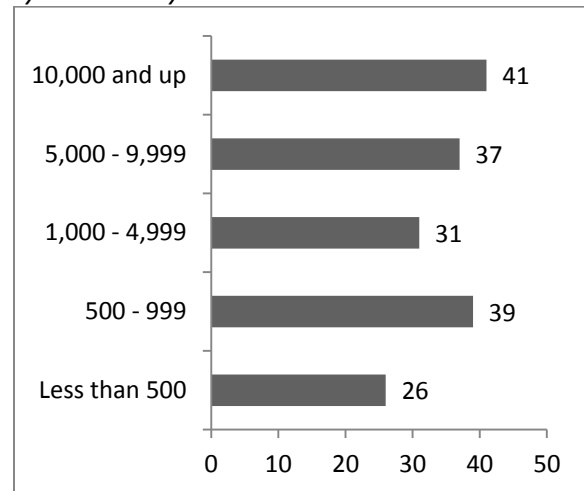
living in or near communities with less than 500 people (Figure 3).

Residents of the South Central region are more likely than residents of other regions of the state to have used a social networking site and to have downloaded government forms online. Panhandle residents are the regional group most likely to have done the following: file taxes online, look for health or medical information, and watch a video on a video-sharing site. As an example, 45 percent of Panhandle residents have filed taxes online, compared to 33 percent of residents of the Northeast region. Residents of both the Panhandle and South Central regions are the regional groups most likely to have done the following: use Twitter or another service to share updates or see updates about others, purchase a product online, research a product or service online, search for information related to hobbies and projects, and watch a television show or movie online. Residents of the North Central, South Central and Southeast regions are the groups most likely to have renewed a driver's license or auto registration online and to have paid a fine online.

Persons with management, professional or education occupations are more likely than persons with different occupations to have used the Internet to do the following: purchase a product online, research a product or service online, download government forms online, search for information related to hobbies and projects, look for health or medical information, watch a video on a video-sharing site and watch a television show or movie online. Persons with healthcare support or public safety occupations join this group as most likely to use a social networking site and to renew a driver's license or auto registration online. Persons with food service or personal care occupations are the occupation group most likely to pay a fine online. And, they join the persons with management, professional or education occupations as the groups most likely to use Twitter or another service to share updates about yourself or to see updates about others.

Opinions about Online Applications

To find out how rural Nebraskans view various online applications, respondents were given a series of statements about shopping online, online learning and education, online government services and online social networks. First respondents were given some statements about shopping online and were asked the extent to which they agree or disagree with each.

Most rural Nebraskans have positive opinions about shopping online. The majority of respondents agree or strongly agree with the following statements: the Internet is the best place to buy items that are hard to find (65%), shopping online is convenient (72%), and shopping online saves me time (54%). In addition, the majority of respondents *disagree or strongly disagree* with the statement that shopping online is complicated (59%).

However, most rural Nebraskans also have some concerns about shopping online. The majority of respondents agree or strongly agree with the following statements: I don't like giving my credit card number or personal information online (64%) and I prefer to see the things I buy before I buy them (65%).

The opinions about shopping online differ by many of the characteristics examined (Appendix Table 4). Persons with higher household incomes, younger persons, females, persons with higher education levels and persons with management, professional or education occupations are the groups most likely to agree

Table 2. *Opinions about Shopping Online*

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
The Internet is the best place to buy items that are hard to find.	4%	8%	24%	42%	23%
Shopping online is complicated.	17	42	24	14	3
Shopping online is convenient.	3	6	20	49	23
I don't like giving my credit card number or personal information online.	4	14	18	31	33
The Internet is the best place to find bargains.	4	20	48	22	7
Shopping online saves me time.	3	9	33	39	16
I prefer to see the things I buy before I buy them.	2	7	26	39	26

that the Internet is the best place to buy items that are hard to find. These same groups are the ones most likely to *disagree* with the statement that shopping online is complicated In addition, persons living in or near mid-sized communities are more likely than persons living in or near either the smallest or largest communities to disagree that online shopping is complicated.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to agree that shopping online is convenient. Other groups most likely to agree with that statement include: residents of the South Central region, persons with higher household incomes, younger persons, females, persons with higher education levels, persons with occupations classified as other and persons with management, professional or education occupations.

Younger persons, persons with higher household incomes, persons with higher education levels and persons with management, professional or education occupations are the groups most likely to *disagree* with the statement, "I don't like giving my credit card number or personal information online."

The groups most likely to agree that the Internet is the best place to find bargains include: younger persons, females, persons with higher education levels and persons with occupations classified as other. Persons living in or near larger communities, persons with higher household incomes, younger persons, females, persons with higher education levels and persons with management, professional or education occupations are the groups most likely to agree that shopping online saves them time.

The groups most likely to agree that they prefer to see the things they buy before they buy them include: persons with lower household incomes, older persons, males, persons with lower education levels and persons with construction, installation or maintenance occupations.

Next, respondents were given a series of statements about online learning and education. In general, rural Nebraskans have positive opinions about online learning and education. Most rural Nebraskans agree with the following statements: the Internet is a useful way to take formal courses or training programs to further my education or professional needs (62%), researching health

Table 3. *Opinions about Online Learning and Education*

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
The Internet is a useful way to take formal courses or training programs to further my education or professional needs.	2%	6%	30%	46%	16%
Researching health information online can help people better manage their health.	1	4	19	61	16
Online health information can help people decide whether or not to see a doctor.	3	15	28	45	9
The Internet is useful to teach yourself new things or find answers to my questions.	1	2	12	61	25
The quality of information found online is questionable.	2	19	40	33	6

information online can help people better manage their health (77%), online health information can help people decide whether or not to see a doctor (54%) and the Internet is useful to teach yourself new things or find answers to my questions (86%) (Table 3). However, when asked about the quality of information found online, opinions were mixed. Just over one-third (39%) agree that the quality of information found online is questionable. Twenty-one percent disagree with the statement and 40 percent neither agree nor disagree.

Younger persons are more likely than older persons to agree that the Internet is a useful way to take formal courses or training programs (Appendix Table 5). Seventy-seven percent of persons age 19 to 29 agree with this statement, compared to 46 percent of persons age 65 and older. Other groups most likely to agree with this statement include: residents of the North Central region, females, persons with higher education levels, and persons with management, professional or education occupations.

The groups most likely to agree with the statement that researching health information online can help people better manage their health include: residents of the North Central region, persons with higher household incomes, persons under the age of 65, females, persons with higher education levels and persons with management, professional or education occupations.

Southeast region residents, persons with higher household incomes, younger persons, females, persons with higher education levels and persons with occupations classified as other are the groups most likely to agree that online health information can help people decide whether or not to see a doctor.

The groups most likely to agree that the Internet is useful to teach yourself new things or find answers to your questions include: persons with higher household incomes, younger persons, females, persons with higher education levels and persons with management, professional or education occupations.

North Central region residents, persons with mid- level household incomes, younger persons, persons with higher education levels and persons with production, transportation or warehousing occupations are the groups most likely to agree that the quality of information found online is questionable.

Respondents were then given a list of statements about online government services. Most rural Nebraskans agree that the Internet is useful for researching online government services, downloading government forms and distributing information on public health, food safety, or national security issues (Table 4). When asked about using the Internet to renew licenses or registrations or to pay taxes, fines or fees, opinions were mixed on its convenience. Forty-four percent agree or strongly agree with the statement that applying for or renewing licenses and registrations (for vehicles, businesses, recreation, etc.) online is convenient. Forty-two percent neither agree nor disagree with this statement and 14 percent disagree or strongly disagree. Just over one-third (36%) agree that paying taxes, fees and fines (such as parking tickets) online is convenient and secure. Just under one-half (49%) neither agree nor disagree and 16 percent disagree with the statement.

However, persons that have completed these transactions online have positive opinions about them. Of the persons that have renewed their driver's license or auto registration online, 90 percent agree that applying for or renewing

Table 4. *Opinions about Online Government Services*

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
Applying for or renewing licenses and registrations (for vehicles, businesses, recreation, etc.) online is convenient.	3%	10%	42%	33%	11%
Paying taxes, fees and fines (such as parking tickets) online is convenient and secure.	4	12	49	28	8
The Internet is useful for researching government agencies, programs or services.	2	4	21	59	15
The Internet is useful for downloading, completing or submitting government program forms.	2	6	35	45	12
The Internet is a convenient way to distribute or monitor information on public health, food safety or national security issues.	2	6	33	47	12

licenses and registrations online is convenient (Appendix Table 6).

The groups most likely to agree with all the statements about online government services include: residents of the South Central region, persons with higher household incomes, younger persons, persons with higher education levels, and persons with management, professional or education occupations (Appendix Table 6).

Finally, respondents were given a series of statements about online social networks (services such as Facebook, MySpace and LinkedIn.com). Most rural Nebraskans express positive sentiments about some aspects of online social networks – believing they are a good way to keep up with friends and family, they offer support to people who are isolated by geography or disability, and they can be a source of information and advice (Table 5). However, the majority of rural Nebraskans don't trust that people on social network sites are accurately representing themselves and think online social networks have become a substitute for face-to-face communication. Opinions are mixed on whether these sites are a

good way to make new friends, if they connect people with similar interests, and if they are a good place to keep track of causes that people support. But, most persons who have used a social networking site agree that they connect people with similar interests and are a good place to keep track of causes that people support (Appendix Table 7).

Persons living in or near communities with populations ranging from 500 to 999 were more likely than persons living in communities of different sizes to agree that social networks can be a source of information and advice and online social networks are a good place to keep track of causes that people support. Persons living in or near the largest communities join this group as being most likely to agree that online social networks are a good way to keep up with friends and family and online social networks are a good way to make new friends.

Residents of the North Central region are more likely than persons living in other regions of the state to agree that online social networks are a good way to make new friends. However, they are also the regional group most likely to agree

Table 5. *Opinions about Online Social Networks*

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
Online social networks are a good way to keep up with friends and family.	3%	8%	22%	51%	17%
Online social networks are a good way to make new friends.	9	30	39	19	4
I don't trust that people on social network sites are accurately representing themselves.	2	7	36	42	14
Online social networks connect people with similar interests.	2	6	46	43	3
Online social networks offer support to people who are isolated by geography or disability.	1	5	32	54	8
Online social networks have become a substitute for face-to-face communication.	2	8	23	48	19
Social networks can be a source of information and advice.	3	10	33	48	6
Online social networks are a good place to keep track of causes that people support.	3	9	43	39	5

that they don't trust that people on social network sites are accurately representing themselves.

Persons with higher household incomes are more likely than persons with lower incomes to agree with the following statements: online social networks are a good way to keep up with friends and family, online social networks offer support to people who are isolated by geography or disability, online social networks have become a substitute for face-to-face communication, and social networks can be a source of information and advice. Persons with lower household incomes are more likely than persons with higher incomes to agree that online social networks are a good way to make new friends. Just over one-third (37%) of persons with household incomes under $20,000 agree with this statement, compared to 13 percent of persons with household incomes of $60,000 or more.

Younger persons are more likely than older persons to agree with most of the statements

about online social networks. As an example, 87 percent of persons age 19 to 29 agree that online social networks are a good way to keep up with friends and family. Forty-seven percent of persons age 65 and older agree with this statement. The one exception to this pattern is the statement, "I don't trust that people on social network sites are accurately representing themselves." For this statement, persons age 40 and older are more likely than younger persons to agree with this statement.

Females are more likely than males to agree with the following: online social networks are a good way to keep up with friends and family, online social networks are a good way to meet new friends, online social networks offer support to people who are isolated by geography or disability, online social networks have become a substitute for face-to-face communication, social networks can be a source of information and advice, and online social networks are a good place to keep track of causes that people support.

Persons with higher education levels are more likely than persons with less education to agree with most of the statements listed. As an example, over one-half (54%) of persons with at least a four year college degree agree that online social networks connect people with similar interests, compared to 39 percent of persons with a high school diploma or less education. But, persons with lower education levels are more likely than persons with more education to agree that online social networks are a good way to make new friends. Just over one-quarter (26%) of people with some college or less education agree with this statement, compared to 15 percent of persons with at least a four year college degree.

Persons with food service or personal care occupations are more likely than persons with different occupations to agree with the following statement: online social networks are a good way to make new friends, social networks can be a source of information or advice, and online social networks are a good place to keep track of causes that people support. Thirty-five percent of persons with these types of occupations agree that online social networks are a good way to make new friends, compared to 16 percent of persons with management, professional or education occupations.

Cell Phone Features Used

Cell phones have evolved over the past decade from something primarily used for voice calls to devices used for messaging and accessing the Internet. To find out how rural Nebraskans are using cell phones, they were asked, "Do you have a cell phone? If so, which of the following features do you use on your cell phone?"

Most rural Nebraskans (91%) have a cell phone (Figure 4). Just over one-quarter (28%) use a cell phone for voice calls only, over one-third (36%) use text/picture messages in addition to voice calls and 28 percent use their cell phone to access the Internet in addition to messaging and voice calls. Of the persons having a cell phone, 30 percent use them for voice calls only, 39 percent use messaging services in addition to voice calls and 31 percent access the Internet in addition to messaging and voice calls.

The various cell phone features that are used differ by all the characteristics examined (Appendix Table 8). Persons living in or near larger communities are more likely than persons living in or near smaller communities to access the Internet with their cell phone. One-third (33%) of persons living in or near communities with populations of 10,000 or more access the Internet with their cell phone, compared to 21 percent of persons living in or near communities with populations less than 500.

Residents of the South Central region are more likely than residents of other regions of the state to access the Internet with their cell phone. Thirty-four percent of South Central residents access the Internet with their cell phone, compared to 19 percent of residents of the Northeast region.

Figure 4. *Cell Phone Features Used*
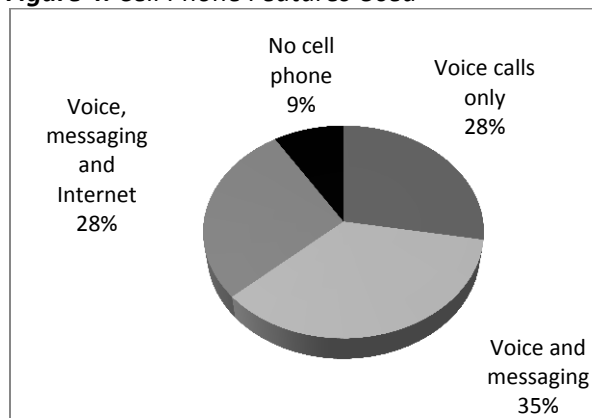
Over one-half (59%) of persons age 19 to 29 access the Internet with their cell phone. In comparison, only three percent of persons age 65 and older use their cell phones to access the Internet.

Other groups most likely to access the Internet with their cell phone include: persons with the highest household incomes, females, persons with the highest education levels and persons with healthcare support and public safety occupations.

Conclusion

Most rural Nebraskans use the Internet or email from home. The groups most likely to use the Internet or email from home include: persons living in or near larger communities, residents of the Panhandle region, persons with higher household incomes, younger persons, females, married persons, persons with higher education levels and persons with management, professional or education occupations. The Internet applications used by the majority of rural Nebraskans include: research, looking for health information, purchasing a product, watching a video and social networking.

Most rural Nebraskans have positive opinions about shopping online: that the Internet is the best place to buy items that are hard to find, it is convenient, and it saves time. In addition, the majority of respondents *disagree* that shopping online is complicated. However, most rural Nebraskans also have some concerns about shopping online. The majority don't like giving their credit card number or personal information online and they prefer to see the things they buy before they purchase them. In general, rural Nebraskans have positive opinions about online learning and education. They believe the Internet is a useful way to take formal courses or training programs to further their education or professional needs,

researching health information online can help people better manage their health, online health information can help people decide whether or not to see a doctor and the Internet is useful to teach themselves new things or find answers to their questions. However, when asked about the quality of information found online, opinions were mixed.

Most rural Nebraskans agree that the Internet is useful for researching online government services, downloading government forms and distributing information on public health, food safety, or national security issues. When asked about using the Internet to renew licenses or registrations or to pay taxes, fines or fees, opinions were mixed on how convenient it is. But, persons that have completed these transactions online have positive opinions about them.

Most rural Nebraskans express positive sentiments about some aspects of online social networks – believing they are a good way to keep up with friends and family, they offer support to people who are isolated by geography or disability, and they can be a source of information and advice. However, the majority don't trust that people on social network sites are accurately representing themselves and think online social networks have become a substitute for face-to-face communication. Opinions are mixed on whether these sites are a good way to make new friends, if they connect people with similar interests, and if they are a good place to keep track of causes that people support. Most persons who have used a social networking site believe they connect people with similar interests and are a good place to keep track of causes that people support.

Most rural Nebraskans have a cell phone and many use them to access the Internet. Persons living in or near larger communities, South

Central region residents, persons with higher household incomes, younger persons, females, persons with higher education levels and persons with healthcare support or public safety occupations are the groups most likely to access the Internet with their cell phone.

Appendix Figure 1. Regions of Nebraska
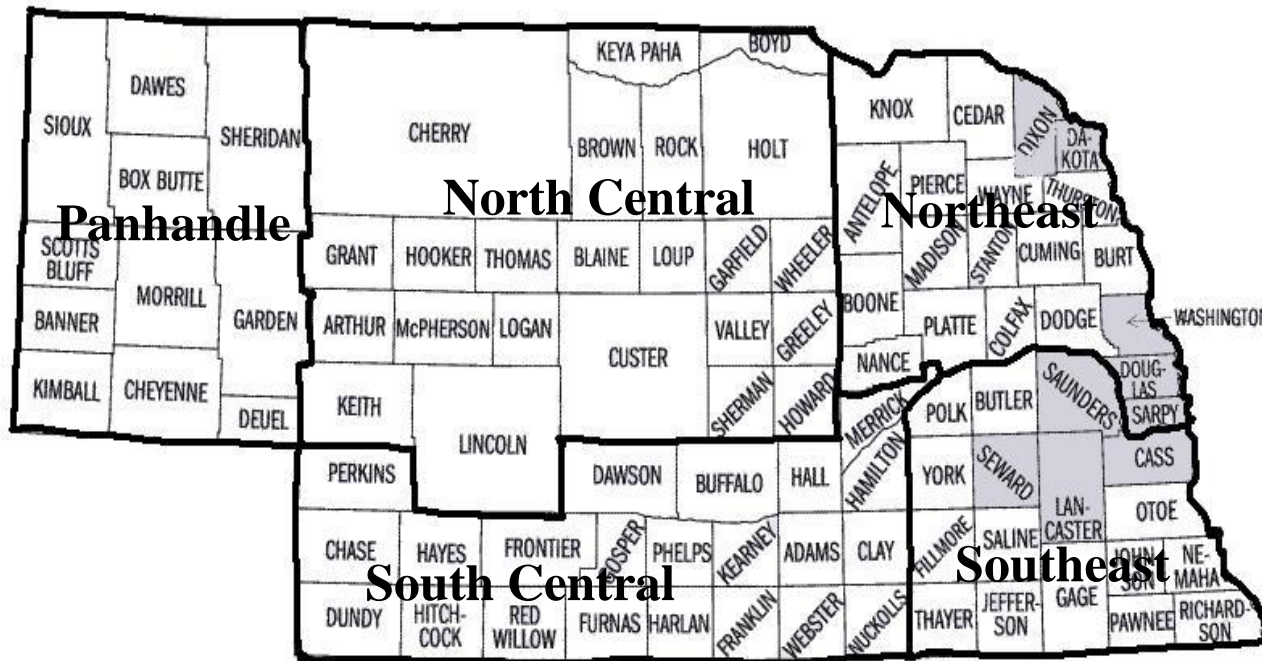
Metropolitan counties (not surveyed)

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

	2011 Poll	2010 Poll	2009 Poll	2008 Poll	2007 Poll	2006 Poll	2000 Census
Age : [2]							
20 - 39	31%	32%	32%	32%	31%	33%	33%
40 - 64	44%	44%	44%	44%	44%	43%	42%
65 and over	24%	24%	24%	24%	25%	24%	24%
Gender: [3]							
Female	60%	59%	57%	56%	59%	30%	51%
Male	40%	41%	43%	44%	41%	70%	49%
Education: [4]							
Less than 9th grade	1%	1%	2%	2%	4%	2%	7%
9th to 12th grade (no diploma)	3%	3%	3%	3%	6%	4%	10%
High school diploma (or equiv.)	26%	25%	26%	26%	26%	28%	35%
Some college, no degree	23%	25%	25%	25%	23%	25%	25%
Associate degree	16%	14%	15%	12%	14%	13%	7%
Bachelors degree	19%	20%	20%	21%	18%	18%	11%
Graduate or professional degree	12%	11%	10%	10%	10%	10%	4%
Household Income: [5]							
Less than $10,000	6%	6%	6%	7%	7%	6%	10%
$10,000 - $19,999	10%	10%	9%	10%	13%	12%	16%
$20,000 - $29,999	13%	13%	13%	14%	15%	14%	17%
$30,000 - $39,999	14%	12%	13%	14%	14%	15%	15%
$40,000 - $49,999	11%	13%	12%	13%	13%	16%	12%
$50,000 - $59,999	12%	11%	13%	11%	12%	12%	10%
$60,000 - $74,999	12%	13%	14%	13%	11%	12%	9%
$75,000 or more	22%	23%	21%	18%	16%	13%	11%
Marital Status: [6]							
Married	66%	71%	68%	70%	70%	70%	61%
Never married	14%	9%	10%	10%	10%	11%	22%
Divorced/separated	11%	11%	11%	11%	10%	9%	9%
Widowed/widower	10%	9%	11%	9%	10%	10%	8%

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

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

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

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

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

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

Appendix Table 2. *Use of the Internet or Email at Home by Community Size, Region and Individual Attributes*

	Yes	No	Don't have Internet service at home	Significance
			Percentages	
Total	75	7	18	
Community Size			(n = 2327)	
Less than 500	68	7	25	
500 - 999	79	6	15	$\chi^2 =$
1,000 - 4,999	75	5	20	22.76*
5,000 - 9,999	78	7	15	(.004)
10,000 and up	78	7	15	
Region			(n = 2430)	
Panhandle	81	8	11	
North Central	72	7	22	$\chi^2 =$
South Central	78	7	16	22.67*
Northeast	71	7	22	(.004)
Southeast	74	6	20	
Income Level			(n = 2212)	
Under $20,000	46	13	42	$\chi^2 =$
$20,000 - $39,999	68	8	24	357.60*
$40,000 - $59,999	83	5	12	(.000)
$60,000 and over	94	2	4	
Age			(n = 2439)	
19 - 29	87	2	11	
30 - 39	87	2	11	$\chi^2 =$
40 - 49	87	4	9	391.95*
50 - 64	79	8	14	(.000)
65 and older	45	15	40	
Gender			(n = 2385)	$\chi^2 =$
Male	73	9	18	10.39*
Female	77	5	18	(.006)
Marital Status			(n = 2386)	
Married	84	5	12	
Never married	69	7	24	$\chi^2 =$
Divorced/separated	67	9	24	265.29*
Widowed	36	16	48	(.000)
Education			(n = 2362)	
H.S. diploma or less	53	13	34	$\chi^2 =$
Some college	81	5	14	304.39*
Bachelors or grad degree	91	2	7	(.000)
Occupation			(n = 1710)	
Mgt, prof or education	92	1	6	
Sales or office support	86	5	9	
Constrn, inst or maint	69	9	22	
Prodn/trans/warehsing	82	7	11	
Agriculture	72	7	21	$\chi^2 =$
Food serv/pers. care	74	3	23	98.27*
Hlthcare supp/safety	88	3	9	(.000)
Other	82	5	12	

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

Appendix Table 3. *Internet Activities by Community Size, Region and Individual Attributes*

	Use a social networking site like MySpace, Facebook or LinkedIn.com				*Use Twitter or another service to share updates about yourself or to see updates about others*			
Do you ever use the Internet to do any of the following items?	*Yes*	*No*	*Don't know*	*Chi-square (sig.)*	*Yes*	*No*	*Don't know*	*Chi-square (sig.)*
				Percentages				
Total	55	45	1		13	86	1	
Community Size		(n = 2286)				(n = 2282)		
Less than 500	48	51	2		11	88	2	
500 - 999	64	36	0*		16	82	2	
1,000 - 4,999	54	46	0*	$\chi^2 =$	12	88	1	$\chi^2 =$
5,000 - 9,999	55	44	0*	25.27*	17	83	0*	14.41
10,000 and up	58	42	0*	(.001)	14	84	2	(.072)
Region		(n = 2382)				(n = 2376)		
Panhandle	58	42	0*		16	84	0*	
North Central	56	44	0*		9	90	1	
South Central	60	39	0*	$\chi^2 =$	16	82	1	$\chi^2 =$
Northeast	48	51	1	31.09*	10	89	1	25.30*
Southeast	51	47	2	(.000)	13	85	2	(.001)
Income Level		(n = 2183)				(n = 2181)		
Under $20,000	38	60	2		13	86	2	
$20,000 - $39,999	54	46	1	$\chi^2 =$	12	87	1	$\chi^2 =$
$40,000 - $59,999	63	37	0*	74.06*	13	85	2	9.05
$60,000 and over	63	37	0*	(.000)	16	83	1	(.171)
Age		(n = 2390)				(n = 2386)		
19 - 29	84	15	1		29	69	2	
30 - 39	73	27	0		17	83	0	
40 - 49	66	34	0	$\chi^2 =$	15	84	1	$\chi^2 =$
50 - 64	48	52	1	504.05*	8	91	1	177.35*
65 and older	20	79	2	(.000)	3	96	2	(.000)
Gender		(n = 2344)		$\chi^2 =$		(n = 2337)		$\chi^2 =$
Male	43	56	1	97.57*	9	90	1	27.90*
Female	64	36	0*	(.000)	16	82	1	(.000)
Education		(n = 2324)				(n = 2320)		
H.S. diploma or less	36	63	2	$\chi^2 =$	8	90	2	$\chi^2 =$
Some college	61	39	0*	175.41*	14	85	1	32.76*
Bachelors degree	68	32	0*	(.000)	17	82	0*	(.000)
Occupation		(n = 1707)				(n = 1708)		
Mgt, prof or education	70	30	0		19	81	0*	
Sales or office support	67	33	0		12	86	2	
Constrn, inst or maint	41	59	0		8	91	1	
Prodn/trans/warehsing	64	36	0		14	86	0	
Agriculture	46	54	1	$\chi^2 =$	8	91	1	$\chi^2 =$
Food serv/pers. care	59	41	1	91.79*	20	80	1	51.91*
Hlthcare supp/safety	71	27	2	(.000)	16	79	4	(.000)
Other	59	41	0		17	83	0	
Use Internet at home		(n = 2366)				(n = 2359)		
Yes	68	32	0*	$\chi^2 =$	17	82	1	$\chi^2 =$
No	10	87	3	553.96*	2	96	3	84.09*
No service at home	14	84	2	(.000)	2	97	2	(.000)

0* = Less than 1 percent.

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	\multicolumn{8}{c}{*Do you ever use the Internet to do any of the following items?*}							
	\multicolumn{4}{c}{*Purchase a product online*}	\multicolumn{4}{c}{*Research a product or service online*}			
	Yes	*No*	*Don't know*	*Chi-square (sig.)*	*Yes*	*No*	*Don't know*	*Chi-square (sig.)*
	\multicolumn{8}{c}{*Percentages*}							
Total	72	28	1		80	20	1	
Community Size	(n = 2282)				(n = 2283)			
Less than 500	63	36	2		74	24	1	
500 - 999	79	20	0*		85	15	0*	
1,000 - 4,999	74	25	0*	$\chi^2 =$	81	19	0*	$\chi^2 =$
5,000 - 9,999	72	27	0*	32.44*	81	18	0*	17.15*
10,000 and up	74	26	0*	(.000)	82	17	0*	(.029)
Region	(n = 2374)				(n = 2378)			
Panhandle	78	22	0		84	16	0	
North Central	72	28	0*		80	19	0*	
South Central	77	23	0*	$\chi^2 =$	83	16	1	$\chi^2 =$
Northeast	67	33	0*	42.39*	76	24	0*	27.53*
Southeast	65	34	1	(.000)	76	22	1	(.001)
Income Level	(n = 2179)				(n = 2180)			
Under $20,000	42	57	1		52	46	1	
$20,000 - $39,999	66	33	1	$\chi^2 =$	75	24	1	$\chi^2 =$
$40,000 - $59,999	79	21	0	307.52*	88	12	0	323.52*
$60,000 and over	91	10	0	(.000)	96	4	0	(.000)
Age	(n = 2385)				(n = 2386)			
19 - 29	91	9	1		95	5	1	
30 - 39	90	10	0		93	7	0	
40 - 49	84	16	0	$\chi^2 =$	93	7	0	$\chi^2 =$
50 - 64	73	26	1	559.97*	84	15	1	578.39*
65 and older	34	66	1	(.000)	45	55	1	(.000)
Gender	(n = 2338)			$\chi^2 =$	(n = 2339)			$\chi^2 =$
Male	67	32	1	21.14*	77	22	1	17.67*
Female	76	24	0*	(.000)	83	17	0*	(.000)
Education	(n = 2320)				(n = 2321)			
H.S. diploma or less	47	52	1	$\chi^2 =$	57	42	1	$\chi^2 =$
Some college	78	22	0*	337.51*	87	13	0*	365.39*
Bachelors degree	89	11	0*	(.000)	95	5	0*	(.000)
Occupation	(n = 1709)				(n = 1706)			
Mgt, prof or education	93	8	0		98	3	0	
Sales or office support	86	14	0		95	5	0	
Constrn, inst or maint	66	34	0		79	21	0	
Prodn/trans/warehsing	68	32	0		79	21	0	
Agriculture	67	32	1	$\chi^2 =$	83	17	1	$\chi^2 =$
Food serv/pers. care	68	32	0	152.61*	79	21	0	134.03*
Hlthcare supp/safety	84	15	2	(.000)	93	6	2	(.000)
Other	86	15	0		86	13	1	
Use Internet at home	(n = 2360)				(n = 2362)			
Yes	87	13	0	$\chi^2 =$	96	4	0*	$\chi^2 =$
No	18	78	3	909.66*	23	74	3	1197.00*
No service at home	24	75	2	(.000)	32	67	2	(.000)

0* = Less than 1 percent.

| | *Do you ever use the Internet to do any of the following items?* |
| | | | | | | | | |

	\multicolumn{4}{c}{*File taxes online*}	\multicolumn{4}{c}{*Renew a driver's license or auto registration online*}
	Yes	*No*	*Don't know*	*Chi-square (sig.)*	*Yes*	*No*	*Don't know*	*Chi-square (sig.)*
	*Percentages*
Total	39	60	1		21	78	1	
Community Size	(n = 2282)				(n = 2286)			
Less than 500	30	68	2		17	81	2	
500 - 999	38	61	1		25	75	0*	
1,000 - 4,999	40	60	1	$\chi^2 =$	22	77	1	$\chi^2 =$
5,000 - 9,999	41	59	0*	19.23*	22	77	1	9.46
10,000 and up	43	57	1	(.014)	21	78	2	(.305)
Region	(n = 2377)				(n = 2381)			
Panhandle	45	55	0		19	81	0*	
North Central	36	63	1		22	78	0*	
South Central	43	57	1	$\chi^2 =$	23	75	2	$\chi^2 =$
Northeast	33	66	1	28.50*	17	83	1	20.59*
Southeast	39	59	2	(.000)	22	76	2	(.008)
Income Level	(n = 2180)				(n = 2183)			
Under $20,000	25	74	1		8	90	2	
$20,000 - $39,999	37	63	1	$\chi^2 =$	15	84	1	$\chi^2 =$
$40,000 - $59,999	42	57	1	68.66*	21	78	1	97.79*
$60,000 and over	50	50	0*	(.000)	32	67	1	(.000)
Age	(n = 2385)				(n = 2391)			
19 - 29	40	59	1		28	72	1	
30 - 39	53	47	0		27	73	1	
40 - 49	46	53	1	$\chi^2 =$	25	73	2	$\chi^2 =$
50 - 64	41	58	1	109.56*	22	76	1	101.13*
65 and older	21	77	1	(.000)	6	93	1	(.000)
Gender	(n = 2338)			$\chi^2 =$	(n = 2344)			$\chi^2 =$
Male	39	60	1	4.19	18	80	1	6.27*
Female	39	60	1	(.123)	23	76	1	(.044)
Education	(n = 2319)				(n = 2325)			
H.S. diploma or less	27	71	2	$\chi^2 =$	11	87	2	$\chi^2 =$
Some college	40	60	1	91.88*	20	79	1	95.76*
Bachelors degree	51	49	0*	(.000)	31	68	1	(.000)
Occupation	(n = 1706)				(n = 1710)			
Mgt, prof or education	50	50	0*		32	67	1	
Sales or office support	51	49	0*		17	83	0*	
Constrn, inst or maint	37	64	0		17	82	1	
Prodn/trans/warehsing	37	62	1		15	82	3	
Agriculture	31	67	1	$\chi^2 =$	20	79	1	$\chi^2 =$
Food serv/pers. care	42	58	0	44.55*	23	75	2	55.86*
Hlthcare supp/safety	46	53	2	(.000)	33	65	2	(.000)
Other	49	51	0		22	76	1	
Use Internet at home	(n = 2360)				(n = 2367)			
Yes	46	54	1	$\chi^2 =$	26	73	1	$\chi^2 =$
No	14	83	3	150.52*	3	94	3	114.93*
No service at home	19	79	2	(.000)	6	93	2	(.000)

0* = Less than 1 percent.

| | Do you ever use the Internet to do any of the following items? | | | | | | | |
| | Download government forms online | | | | Pay a fine online (such as a parking ticket) | | | |
	Yes	No	Don't know	Chi-square (sig.)	Yes	No	Don't know	Chi-square (sig.)
				Percentages				
Total	45	53	2		11	85	4	
Community Size	(n = 2281)				(n = 2282)			
Less than 500	41	56	3		9	86	5	
500 - 999	51	46	3		12	84	4	
1,000 - 4,999	48	51	1	$\chi^2 =$	12	83	4	$\chi^2 =$
5,000 - 9,999	47	52	1	15.10	11	87	2	7.46
10,000 and up	45	54	1	(.057)	11	85	5	(.488)
Region	(n = 2374)				(n = 2377)			
Panhandle	46	53	1		7	88	5	
North Central	41	58	1		12	85	4	
South Central	50	49	1	$\chi^2 =$	13	83	5	$\chi^2 =$
Northeast	41	57	1	20.48*	9	89	2	21.64*
Southeast	45	52	3	(.009)	12	82	7	(.006)
Income Level	(n = 2180)				(n = 2181)			
Under $20,000	22	75	3		9	88	3	
$20,000 - $39,999	36	62	2	$\chi^2 =$	12	84	5	$\chi^2 =$
$40,000 - $59,999	52	47	1	178.11*	13	84	4	8.26
$60,000 and over	62	38	1	(.000)	11	83	6	(.220)
Age	(n = 2383)				(n = 2384)			
19 - 29	53	44	3		25	69	7	
30 - 39	54	46	0*		13	83	4	
40 - 49	56	42	2	$\chi^2 =$	11	83	6	$\chi^2 =$
50 - 64	51	48	2	223.90*	6	90	4	160.92*
65 and older	18	80	1	(.000)	3	95	2	(.000)
Gender	(n = 2340)			$\chi^2 =$	(n = 2338)			$\chi^2 =$
Male	42	56	2	7.70*	8	88	4	15.88*
Female	48	51	2	(.021)	13	82	5	(.000)
Education	(n = 2320)				(n = 2319)			
H.S. diploma or less	22	75	3	$\chi^2 =$	7	89	4	$\chi^2 =$
Some college	44	55	2	329.90*	10	86	4	31.11*
Bachelors degree	70	30	0*	(.000)	16	79	5	(.000)
Occupation	(n = 1702)				(n = 1707)			
Mgt, prof or education	68	32	1		14	82	5	
Sales or office support	57	43	0*		10	85	5	
Constrn, inst or maint	37	62	1		9	89	2	
Prodn/trans/warehsing	35	62	3		10	86	4	
Agriculture	40	58	1	$\chi^2 =$	11	88	1	$\chi^2 =$
Food serv/pers. care	36	63	1	149.53*	21	77	3	43.41*
Hlthcare supp/safety	53	40	7	(.000)	9	79	12	(.000)
Other	50	45	5		9	84	7	
Use Internet at home	(n = 2360)				(n = 2361)			
Yes	56	43	1	$\chi^2 =$	13	82	5	$\chi^2 =$
No	8	89	3	318.67*	3	95	3	60.11*
No service at home	14	83	2	(.000)	2	95	3	(.000)

0* = Less than 1 percent.

	Do you ever use the Internet to do any of the following items?							
	Search for information related to hobbies and projects				Look for health or medical information			
	Yes	No	Don't know	Chi-square (sig.)	Yes	No	Don't know	Chi-square (sig.)
				Percentages				
Total	78	21	1		74	25	1	
Community Size	(n = 2283)				(n = 2281)			
Less than 500	71	27	3		66	32	2	
500 - 999	82	17	1		78	22	0*	
1,000 - 4,999	78	21	1	$\chi^2 =$	73	27	0*	$\chi^2 =$
5,000 - 9,999	82	17	0*	27.13*	78	22	0*	31.05*
10,000 and up	80	19	1	(.001)	78	21	1	(.000)
Region	(n = 2376)				(n = 2372)			
Panhandle	82	17	0*		80	20	0	
North Central	76	23	1		70	30	0*	
South Central	82	17	1	$\chi^2 =$	77	22	1	$\chi^2 =$
Northeast	72	28	1	31.34*	72	28	0*	28.83*
Southeast	77	21	2	(.000)	71	27	2	(.000)
Income Level	(n = 2178)				(n = 2176)			
Under $20,000	50	48	2		51	47	2	
$20,000 - $39,999	73	26	2	$\chi^2 =$	67	32	1	$\chi^2 =$
$40,000 - $59,999	85	14	0*	317.00*	80	19	0*	230.94*
$60,000 and over	94	6	0	(.000)	90	10	0	(.000)
Age	(n = 2385)				(n = 2383)			
19 - 29	92	6	2		86	13	1	
30 - 39	92	8	0		85	15	0	
40 - 49	91	8	1	$\chi^2 =$	86	13	1	$\chi^2 =$
50 - 64	82	17	1	552.96*	77	22	1	349.98*
65 and older	43	56	1	(.000)	44	55	1	(.000)
Gender	(n = 2338)			$\chi^2 =$	(n = 2335)			$\chi^2 =$
Male	74	24	1	15.85*	68	31	1	44.71*
Female	81	18	1	(.000)	79	21	0*	(.000)
Education	(n = 2319)				(n = 2317)			
H.S. diploma or less	53	44	3	$\chi^2 =$	53	46	2	$\chi^2 =$
Some college	84	15	1	390.27*	78	21	0*	282.73*
Bachelors degree	95	5	0*	(.000)	90	10	0*	(.000)
Occupation	(n = 1702)				(n = 1700)			
Mgt, prof or education	96	4	0		92	8	0*	
Sales or office support	91	9	0		88	12	0	
Constrn, inst or maint	79	21	0		66	34	0	
Prodn/trans/warehsing	78	20	2		71	27	2	
Agriculture	78	21	1	$\chi^2 =$	66	34	1	$\chi^2 =$
Food serv/pers. care	77	23	0	132.00*	74	26	1	151.92*
Hlthcare supp/safety	86	10	4	(.000)	90	8	2	(.000)
Other	79	16	5		79	20	1	
Use Internet at home	(n = 2362)				(n = 2359)			
Yes	94	6	1	$\chi^2 =$	90	10	0*	$\chi^2 =$
No	25	72	3	1073.00*	22	76	3	992.33*
No service at home	30	68	2	(.000)	25	74	2	(.000)

0* = Less than 1 percent.

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Appendix Table 3 continued.

	Do you ever use the Internet to do any of the following items?							
	Watch a video on a video-sharing site like YouTube or GoogleVideo				Watch a television show or movie online			
	Yes	No	Don't know	Chi-square (sig.)	Yes	No	Don't know	Chi-square (sig.)
	Percentages							
Total	60	40	1		35	64	1	
Community Size	(n = 2283)				(n = 2288)			
Less than 500	50	49	2		26	70	4	
500 - 999	60	40	0*		39	60	0*	
1,000 - 4,999	59	41	1	$\chi^2 =$	31	68	0*	$\chi^2 =$
5,000 - 9,999	64	35	0*	32.53*	37	63	0*	51.77*
10,000 and up	65	34	1	(.000)	41	58	1	(.000)
Region	(n = 2378)				(n = 2382)			
Panhandle	65	36	0		40	59	1	
North Central	57	43	0*		28	71	1	
South Central	63	36	1	$\chi^2 =$	41	58	1	$\chi^2 =$
Northeast	56	44	0*	27.40*	32	68	0*	35.65*
Southeast	59	40	2	(.001)	32	66	2	(.000)
Income Level	(n = 2182)				(n = 2184)			
Under $20,000	38	60	2		22	76	2	
$20,000 - $39,999	54	45	1	$\chi^2 =$	33	66	2	$\chi^2 =$
$40,000 - $59,999	69	31	0*	164.27*	39	61	1	67.88*
$60,000 and over	74	26	0	(.000)	45	55	0*	(.000)
Age	(n = 2389)				(n = 2393)			
19 - 29	89	11	1		62	36	2	
30 - 39	84	16	0		55	45	0*	
40 - 49	72	27	1	$\chi^2 =$	39	60	1	$\chi^2 =$
50 - 64	51	48	1	600.46*	26	73	1	378.58*
65 and older	22	77	1	(.000)	10	89	1	(.000)
Gender	(n = 2340)		$\chi^2 =$		(n = 2345)			$\chi^2 =$
Male	54	45	1	29.64*	30	68	2	20.26*
Female	65	35	0*	(.000)	39	60	1	(.000)
Education	(n = 2322)				(n = 2324)			
H.S. diploma or less	37	62	2	$\chi^2 =$	18	80	2	$\chi^2 =$
Some college	63	37	0*	280.24*	36	63	1	179.82*
Bachelors degree	79	21	0*	(.000)	52	48	0*	(.000)
Occupation	(n = 1704)				(n = 1708)			
Mgt, prof or education	79	21	0		54	46	0*	
Sales or office support	77	24	0		43	56	1	
Constrn, inst or maint	46	54	0		20	80	0	
Prodn/trans/warehsing	57	42	1		28	71	2	
Agriculture	56	44	1	$\chi^2 =$	24	75	1	$\chi^2 =$
Food serv/pers. care	64	33	2	116.95*	29	71	1	152.17*
Hlthcare supp/safety	73	26	2	(.000)	45	50	6	(.000)
Other	57	42	1		35	65	0	
Use Internet at home	(n = 2362)				(n = 2368)			
Yes	74	26	0*	$\chi^2 =$	44	56	1	$\chi^2 =$
No	12	85	3	620.44*	10	88	3	234.12*
No service at home	17	82	2	(.000)	8	90	2	(.000)

0* = Less than 1 percent.

Appendix Table 4. *Opinions about Shopping Online by Community Size, Region and Individual Attributes*

Here are some statements about shopping online. For each, please indicate the extent to which you agree or disagree with each.

| | *The Internet is the best place to buy items that are hard to find.* | | | | *Shopping online is complicated.* | | | |
	Disagree	Neither	Agree	Chi-square (sig.)	Disagree	Neither	Agree	Chi-square (sig.)
				Percentages				
Total	11	24	65		59	24	17	
Community Size		(n = 2205)				(n = 2195)		
Less than 500	13	26	61		50	35	16	
500 - 999	11	18	71		65	20	15	
1,000 - 4,999	11	24	65	$\chi^2 =$	62	23	16	$\chi^2 =$
5,000 - 9,999	12	25	63	9.25	64	19	17	28.72*
10,000 and up	10	22	68	(.322)	59	23	19	(.000)
Region		(n = 2291)				(n = 2275)		
Panhandle	9	23	68		59	23	18	
North Central	11	22	66		55	27	19	
South Central	11	22	67	$\chi^2 =$	62	22	17	$\chi^2 =$
Northeast	11	27	62	6.78	55	27	18	12.92
Southeast	12	25	63	(.560)	62	23	14	(.115)
Income Level		(n = 2120)				(n = 2109)		
Under $20,000	15	37	48		43	37	20	
$20,000 - $39,999	12	24	64	$\chi^2 =$	53	27	20	$\chi^2 =$
$40,000 - $59,999	8	24	68	78.84*	60	23	17	103.06*
$60,000 and over	9	16	75	(.000)	73	15	12	(.000)
Age		(n = 2301)				(n = 2285)		
19 - 29	6	17	77		75	15	10	
30 - 39	6	14	81		76	16	9	
40 - 49	8	21	71	$\chi^2 =$	68	19	12	$\chi^2 =$
50 - 64	12	26	62	203.08*	52	27	20	266.90*
65 and older	22	38	41	(.000)	31	39	30	(.000)
Gender		(n = 2261)		$\chi^2 =$		(n = 2247)		$\chi^2 =$
Male	16	26	58	50.42*	52	28	21	33.04*
Female	8	22	70	(.000)	64	22	15	(.000)
Education		(n = 2243)				(n = 2230)		
H.S. diploma or less	16	33	51	$\chi^2 =$	39	37	24	$\chi^2 =$
Some college	11	21	68	88.60*	61	24	16	173.97*
Bachelors degree	7	18	74	(.000)	74	13	13	(.000)
Occupation		(n = 1687)				(n = 1680)		
Mgt, prof or education	8	15	78		75	13	12	
Sales or office support	7	18	75		68	19	13	
Constrn, inst or maint	14	29	57		42	38	20	
Prodn/trans/warehsing	9	23	68		55	22	24	
Agriculture	15	31	54	$\chi^2 =$	47	32	22	$\chi^2 =$
Food serv/pers. care	7	26	67	65.67*	58	30	12	111.63*
Hlthcare supp/safety	4	26	70	(.000)	69	21	10	(.000)
Other	11	19	70		68	20	12	
Use Internet at home		(n = 2277)				(n = 2259)		
Yes	8	18	74	$\chi^2 =$	67	17	16	$\chi^2 =$
No	28	41	32	272.18*	22	49	29	272.70*
No service at home	20	46	35	(.000)	32	51	18	(.000)
Previous experience								
Have purchased product online	6	16	78		72	15	13	

Appendix Table 4 continued.

<p style="text-align:center">Here are some statements about shopping online. For each, please indicate the extent to which you agree or disagree with each.</p>

	Shopping online is convenient.				I don't like giving my credit card number or personal information online.			
	Disagree	*Neither*	*Agree*	*Chi-square (sig.)*	*Disagree*	*Neither*	*Agree*	*Chi-square (sig.)*
			Percentages					
Total	8	20	72		18	18	64	
Community Size		(n = 2188)				(n = 2221)		
Less than 500	11	26	64		14	20	66	
500 - 999	7	16	77		16	17	67	
1,000 - 4,999	8	21	71	$\chi^2 =$	21	19	60	$\chi^2 =$
5,000 - 9,999	10	17	73	20.00*	21	17	62	11.07
10,000 and up	7	19	74	(.010)	17	18	65	(.198)
Region		(n = 2270)				(n = 2308)		
Panhandle	6	22	72		19	20	61	
North Central	10	21	69		16	16	69	
South Central	6	18	76	$\chi^2 =$	21	16	62	$\chi^2 =$
Northeast	10	22	68	15.68*	14	20	67	21.43*
Southeast	9	22	70	(.047)	20	21	59	(.006)
Income Level		(n = 2102)				(n = 2132)		
Under $20,000	12	38	50		10	19	71	
$20,000 - $39,999	9	22	68	$\chi^2 =$	14	20	67	$\chi^2 =$
$40,000 - $59,999	7	17	77	122.66*	19	17	64	44.83*
$60,000 and over	6	12	82	(.000)	25	18	57	(.000)
Age		(n = 2279)				(n = 2316)		
19 - 29	2	12	86		21	24	55	
30 - 39	6	9	85		25	24	52	
40 - 49	5	16	80	$\chi^2 =$	23	16	60	$\chi^2 =$
50 - 64	10	22	68	266.10*	15	12	73	83.55*
65 and older	16	40	44	(.000)	11	19	70	(.000)
Gender		(n = 2243)		$\chi^2 =$		(n = 2278)		$\chi^2 =$
Male	10	26	64	46.34*	17	18	65	3.00
Female	7	16	77	(.000)	19	18	63	(.223)
Education		(n = 2225)				(n = 2259)		
H.S. diploma or less	11	33	56	$\chi^2 =$	12	19	69	$\chi^2 =$
Some college	9	20	72	146.61*	17	18	65	43.54*
Bachelors degree	5	10	85	(.000)	25	19	56	(.000)
Occupation		(n = 1679)				(n = 1689)		
Mgt, prof or education	4	10	86		26	19	56	
Sales or office support	6	11	83		21	18	61	
Constrn, inst or maint	9	25	66		11	15	74	
Prodn/trans/warehsing	11	27	63		14	9	78	
Agriculture	9	29	62	$\chi^2 =$	10	16	74	$\chi^2 =$
Food serv/pers. care	4	25	71	99.73*	19	20	61	57.52*
Hlthcare supp/safety	6	13	81	(.000)	16	21	63	(.000)
Other	5	8	87		19	22	60	
Use Internet at home		(n = 2255)				(n = 2294)		
Yes	6	13	80	$\chi^2 =$	21	16	63	$\chi^2 =$
No	18	47	35	339.28*	13	27	60	46.36*
No service at home	13	47	39	(.000)	9	26	66	(.000)
Previous experience								
Have purchased product online	5	9	86		22	17	61	

Appendix Table 4 continued.

<div align="center"><i>Here are some statements about shopping online. For each, please indicate the extent to which you agree or disagree with each.</i></div>

	The Internet is the best place to find bargains.				Shopping online saves me time.			
	Disagree	Neither	Agree	Chi-square (sig.)	Disagree	Neither	Agree	Chi-square (sig.)
				Percentages				
Total	24	48	29		13	33	54	
Community Size		(n = 2194)				(n = 2192)		
Less than 500	21	54	25		16	39	46	
500 - 999	22	51	28		14	26	60	
1,000 - 4,999	27	44	29	$\chi^2 =$	11	32	57	$\chi^2 =$
5,000 - 9,999	21	49	30	11.57	16	30	54	22.39*
10,000 and up	23	46	30	(.172)	11	34	55	(.004)
Region		(n = 2276)				(n = 2270)		
Panhandle	24	45	31		14	29	58	
North Central	24	47	29		13	35	52	
South Central	24	47	29	$\chi^2 =$	12	33	56	$\chi^2 =$
Northeast	24	48	28	1.82	12	37	51	8.49
Southeast	23	49	28	(.986)	14	31	56	(.387)
Income Level		(n = 2104)				(n = 2106)		
Under $20,000	21	54	25		14	49	37	
$20,000 - $39,999	22	47	31	$\chi^2 =$	16	38	47	$\chi^2 =$
$40,000 - $59,999	23	48	29	11.72	14	33	54	125.08*
$60,000 and over	27	44	29	(.068)	8	22	70	(.000)
Age		(n = 2285)				(n = 2280)		
19 - 29	17	43	40		10	27	63	
30 - 39	21	43	36		9	24	67	
40 - 49	26	47	28	$\chi^2 =$	12	28	60	$\chi^2 =$
50 - 64	27	49	24	64.42*	11	35	54	133.82*
65 and older	26	54	20	(.000)	20	48	32	(.000)
Gender		(n = 2245)		$\chi^2 =$		(n = 2242)		$\chi^2 =$
Male	27	46	27	8.27*	13	36	51	9.23*
Female	22	49	30	(.016)	12	31	57	(.010)
Education		(n = 2227)				(n = 2224)		
H.S. diploma or less	24	51	25	$\chi^2 =$	16	45	39	$\chi^2 =$
Some college	26	45	28	12.98*	12	34	54	113.70*
Bachelors degree	21	47	32	(.011)	9	23	68	(.000)
Occupation		(n = 1675)				(n = 1679)		
Mgt, prof or education	26	47	27		11	23	66	
Sales or office support	28	45	28		11	29	60	
Constrn, inst or maint	30	42	28		13	41	46	
Prodn/trans/warehsing	18	46	36		8	41	51	
Agriculture	22	54	24	$\chi^2 =$	11	39	51	$\chi^2 =$
Food serv/pers. care	19	49	32	23.95*	8	32	61	41.64*
Hlthcare supp/safety	21	45	35	(.046)	10	32	58	(.000)
Other	24	37	39		11	26	63	
Use Internet at home		(n = 2258)				(n = 2258)		
Yes	23	45	32	$\chi^2 =$	11	26	63	$\chi^2 =$
No	30	52	18	55.37*	24	55	21	295.03*
No service at home	25	61	15	(.000)	15	65	20	(.000)
Previous experience								
Have purchased product online	24	43	33		10	22	68	

Appendix Table 4 continued.

	I prefer to see the things I buy before I buy them.			
	Disagree	*Neither*	*Agree*	*Chi-square (sig.)*
Total	9	26	65	
Community Size		(n = 2231)		
Less than 500	8	25	66	
500 - 999	12	23	65	
1,000 - 4,999	10	27	63	$\chi^2 =$
5,000 - 9,999	9	25	66	14.12
10,000 and up	6	29	65	(.079)
Region		(n = 2316)		
Panhandle	10	32	58	
North Central	6	27	67	
South Central	10	24	66	$\chi^2 =$
Northeast	7	27	67	14.00
Southeast	9	27	65	(.082)
Income Level		(n = 2134)		
Under $20,000	5	24	71	
$20,000 - $39,999	10	24	66	$\chi^2 =$
$40,000 - $59,999	7	27	66	20.60*
$60,000 and over	10	30	60	(.002)
Age		(n = 2325)		
19 - 29	7	30	63	
30 - 39	11	33	56	
40 - 49	11	28	62	$\chi^2 =$
50 - 64	8	24	68	34.17*
65 and older	7	21	72	(.000)
Gender		(n = 2283)		$\chi^2 =$
Male	7	25	68	7.33*
Female	10	28	63	(.026)
Education		(n = 2268)		$\chi^2 =$
H.S. diploma or less	7	23	71	17.26*
Some college	9	26	65	(.002)
Bachelors degree	10	30	60	
Occupation		(n = 1692)		
Mgt, prof or education	9	31	60	
Sales or office support	11	29	60	
Constrn, inst or maint	5	19	76	
Prodn/trans/warehsing	3	22	74	
Agriculture	6	21	73	$\chi^2 =$
Food serv/pers. care	8	27	65	40.32*
Hlthcare supp/safety	13	32	55	(.000)
Other	14	28	58	
Use Internet at home		(n = 2299)		
Yes	9	27	64	$\chi^2 =$
No	11	24	65	10.26*
No service at home	4	26	69	(.036)
Previous experience				
Have purchased product online	10	28	62	

Here are some statements about online learning and education. For each, please indicate the extent to which you agree or disagree with each.

	The Internet is a useful way to take formal courses or training programs to further my education or professional needs.				Researching health information online can help people better manage their health.			
	Disagree	Neither	Agree	Chi-square (sig.)	Disagree	Neither	Agree	Chi-square (sig.)
			Percentages					
Total	8	30	62		5	19	77	
Community Size	(n = 2183)				(n = 2191)			
Less than 500	6	31	63		5	19	76	
500 - 999	7	28	66		5	18	78	
1,000 - 4,999	7	29	64	$\chi^2 =$	4	20	77	$\chi^2 =$
5,000 - 9,999	7	29	64	3.20	5	17	77	2.08
10,000 and up	8	30	62	(.921)	5	19	77	(.978)
Region	(n = 2266)				(n = 2275)			
Panhandle	8	31	61		9	16	75	
North Central	5	28	67		4	16	80	
South Central	8	27	65	$\chi^2 =$	5	18	77	$\chi^2 =$
Northeast	7	35	58	16.62*	4	20	76	16.76*
Southeast	8	33	59	(.034)	3	22	75	(.033)
Income Level	(n = 2103)				(n = 2106)			
Under $20,000	8	35	57		9	26	65	
$20,000 - $39,999	7	31	63	$\chi^2 =$	4	22	74	$\chi^2 =$
$40,000 - $59,999	8	29	64	9.95	4	20	77	61.40*
$60,000 and over	7	26	66	(.127)	3	12	85	(.000)
Age	(n = 2273)				(n = 2283)			
19 - 29	8	15	77		3	18	79	
30 - 39	10	24	67		7	17	77	
40 - 49	5	29	66	$\chi^2 =$	2	18	80	$\chi^2 =$
50 - 64	8	34	59	116.83*	3	17	80	48.64*
65 and older	8	46	46	(.000)	8	26	66	(.000)
Gender	(n = 2237)			$\chi^2 =$	(n = 2245)			$\chi^2 =$
Male	9	34	57	22.66*	4	22	74	7.68*
Female	6	28	66	(.000)	5	17	78	(.021)
Education	(n = 2223)				(n = 2228)			
H.S. diploma or less	7	43	50	$\chi^2 =$	5	28	67	$\chi^2 =$
Some college	6	29	65	87.88*	4	17	79	52.17*
Bachelors degree	10	20	70	(.000)	4	14	82	(.000)
Occupation	(n = 1683)				(n = 1685)			
Mgt, prof or education	6	19	75		3	13	84	
Sales or office support	9	26	65		4	17	79	
Constrn, inst or maint	5	38	58		2	18	80	
Prodn/trans/warehsing	9	33	58		2	24	74	
Agriculture	11	37	52	$\chi^2 =$	4	26	70	$\chi^2 =$
Food serv/pers. care	7	30	63	53.22*	3	23	74	35.93*
Hlthcare supp/safety	7	24	69	(.000)	8	15	77	(.001)
Other	10	31	60		1	16	83	
Use Internet at home	(n = 2250)				(n = 2259)			
Yes	7	27	66	$\chi^2 =$	3	14	83	$\chi^2 =$
No	10	46	44	56.56*	11	40	49	177.77*
No service at home	9	42	49	(.000)	8	36	56	(.000)
Previous experience								
Search for information related to hobbies/projects	7	27	66					
Looked for health or medical information					3	11	86	

Appendix Table 5 continued.

Here are some statements about online learning and education. For each, please indicate the extent to which you agree or disagree with each.

	Online health information can help people decide whether or not to see a doctor.				*The Internet is useful to teach yourself new things or find answers to my questions.*			
	Disagree	*Neither*	*Agree*	*Chi-square (sig.)*	*Disagree*	*Neither*	*Agree*	*Chi-square (sig.)*
				Percentages				
Total	18	28	54		2	12	86	
Community Size		(n = 2184)				(n = 2183)		
Less than 500	20	30	50		4	15	82	
500 - 999	13	24	63		2	10	89	
1,000 - 4,999	19	27	54	$\chi^2 =$	2	11	87	$\chi^2 =$
5,000 - 9,999	16	27	58	13.25	2	15	84	10.14
10,000 and up	19	29	52	(.104)	2	11	87	(.256)
Region		(n = 2265)				(n = 2264)		
Panhandle	17	32	51		2	10	87	
North Central	20	29	51		2	11	86	
South Central	21	24	55	$\chi^2 =$	2	11	87	$\chi^2 =$
Northeast	16	30	55	16.94*	3	15	82	8.97
Southeast	14	29	57	(.031)	2	12	85	(.344)
Income Level		(n = 2102)				(n = 2099)		
Under $20,000	21	35	44		6	22	72	
$20,000 - $39,999	18	31	51	$\chi^2 =$	2	16	82	$\chi^2 =$
$40,000 - $59,999	17	28	56	34.76*	1	11	88	95.82*
$60,000 and over	18	21	61	(.000)	1	6	93	(.000)
Age		(n = 2275)				(n = 2274)		
19 - 29	18	23	59		0	5	95	
30 - 39	18	24	58		1	9	90	
40 - 49	19	25	55	$\chi^2 =$	2	7	91	$\chi^2 =$
50 - 64	16	28	56	36.58*	2	13	85	136.91*
65 and older	19	37	43	(.000)	6	25	70	(.000)
Gender		(n = 2238)		$\chi^2 =$		(n = 2235)		$\chi^2 =$
Male	17	31	52	6.22*	4	15	81	25.78*
Female	18	26	56	(.045)	1	10	89	(.000)
Education		(n = 2222)				(n = 2223)		
H.S. diploma or less	19	34	47	$\chi^2 =$	5	25	70	$\chi^2 =$
Some college	18	29	53	33.71*	2	10	89	164.19*
Bachelors degree	17	22	62	(.000)	1	5	94	(.000)
Occupation		(n = 1683)				(n = 1679)		
Mgt, prof or education	17	21	62		1	4	95	
Sales or office support	16	27	57		0*	7	92	
Constrn, inst or maint	15	37	47		0	14	86	
Prodn/trans/warehsing	14	29	57		3	17	80	
Agriculture	24	33	43	$\chi^2 =$	2	14	84	$\chi^2 =$
Food serv/pers. care	20	31	48	43.33*	1	12	87	56.43*
Hlthcare supp/safety	21	24	55	(.000)	2	9	90	(.000)
Other	11	21	68		3	8	89	
Use Internet at home		(n = 2253)				(n = 2251)		
Yes	18	23	60	$\chi^2 =$	1	7	92	$\chi^2 =$
No	22	49	30	117.83*	12	37	51	327.82*
No service at home	19	45	36	(.000)	6	29	65	(.000)
Previous experience								
Searched for information related to hobbies and projects					1	6	94	
Looked for health or medical information	17	21	62					

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Appendix Table 5 continued.

	The quality of information found online is questionable.			
	Disagree	*Neither*	*Agree*	*Chi-square (sig.)*
Total	21	40	39	
Community Size		(n = 2184)		
Less than 500	19	44	36	
500 - 999	21	40	40	
1,000 - 4,999	23	39	39	$\chi^2 =$
5,000 - 9,999	20	39	41	5.03
10,000 and up	20	39	41	(.755)
Region		(n = 2265)		
Panhandle	23	37	40	
North Central	16	40	44	
South Central	22	36	42	$\chi^2 =$
Northeast	20	44	36	19.44*
Southeast	21	44	35	(.013)
Income Level		(n = 2101)		
Under $20,000	17	48	35	
$20,000 - $39,999	18	39	44	$\chi^2 =$
$40,000 - $59,999	20	41	40	23.81*
$60,000 and over	25	36	39	(.001)
Age		(n = 2274)		
19 - 29	15	35	50	
30 - 39	18	38	44	
40 - 49	24	37	38	$\chi^2 =$
50 - 64	23	41	36	43.64*
65 and older	21	46	32	(.000)
Gender		(n = 2235)		$\chi^2 =$
Male	21	41	39	0.45
Female	20	40	40	(.797)
Education		(n = 2219)		$\chi^2 =$
H.S. diploma or less	18	50	32	35.11*
Some college	21	38	42	(.000)
Bachelors degree	22	35	43	
Occupation		(n = 1680)		
Mgt, prof or education	23	37	40	
Sales or office support	25	33	43	
Constrn, inst or maint	18	41	41	
Prodn/trans/warehsing	12	39	49	
Agriculture	20	40	40	$\chi^2 =$
Food serv/pers. care	18	49	33	24.19*
Hlthcare supp/safety	19	39	42	(.043)
Other	27	41	32	
Use Internet at home		(n = 2248)		
Yes	23	38	40	$\chi^2 =$
No	8	50	41	30.48*
No service at home	16	49	36	(.000)
Previous experience				
Searched for information related to hobbies and projects	22	38	40	
Looked for health or medical information	23	37	40	

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Appendix Table 6. *Opinions about Online Government Services by Community Size, Region and Individual Attributes*

Here are some statements about online government services. For each, please indicate the extent to which you agree or disagree with each.

	Applying for or renewing licenses and registrations (for vehicles, businesses, recreation, etc.) online is convenient.				Paying taxes, fees and fines (such as parking tickets) online is convenient and secure.			
	Disagree	Neither	Agree	Chi-square (sig.)	Disagree	Neither	Agree	Chi-square (sig.)
				Percentages				
Total	14	42	44		16	49	36	
Community Size		(n = 2198)				(n = 2192)		
Less than 500	16	46	39		20	50	30	
500 - 999	7	40	53		12	55	34	
1,000 - 4,999	14	42	45	χ^2 =	15	47	38	χ^2 =
5,000 - 9,999	16	42	42	17.96*	16	52	32	15.82*
10,000 and up	13	42	45	(.022)	15	47	39	(.045)
Region		(n = 2281)				(n = 2274)		
Panhandle	21	41	39		20	48	32	
North Central	18	42	40		21	49	30	
South Central	14	37	49	χ^2 =	16	43	41	χ^2 =
Northeast	10	47	43	35.23*	13	55	32	32.24*
Southeast	10	46	44	(.000)	13	51	36	(.000)
Income Level		(n = 2112)				(n = 2104)		
Under $20,000	19	48	33		25	51	25	
$20,000 - $39,999	16	48	37	χ^2 =	18	54	28	χ^2 =
$40,000 - $59,999	13	40	47	69.62*	11	48	41	83.40*
$60,000 and over	9	36	55	(.000)	12	43	45	(.000)
Age		(n = 2292)				(n = 2280)		
19 - 29	13	42	45		11	42	47	
30 - 39	8	44	48		10	49	41	
40 - 49	12	43	46	χ^2 =	11	52	37	χ^2 =
50 - 64	13	39	48	42.41*	18	50	33	106.09*
65 and older	21	44	35	(.000)	28	50	23	(.000)
Gender		(n = 2251)		χ^2 =		(n = 2244)		χ^2 =
Male	15	43	42	6.17*	18	49	32	11.87*
Female	12	41	46	(.046)	14	48	38	(.003)
Education		(n = 2235)				(n = 2227)		
H.S. diploma or less	17	47	36	χ^2 =	23	53	24	χ^2 =
Some college	15	45	40	69.93*	15	51	33	113.03*
Bachelors degree	10	34	57	(.000)	10	41	49	(.000)
Occupation		(n = 1684)				(n = 1682)		
Mgt, prof or education	8	35	57		9	43	48	
Sales or office support	12	46	41		12	50	38	
Constrn, inst or maint	18	43	39		23	53	24	
Prodn/trans/warehsing	16	49	35		18	53	29	
Agriculture	12	54	34	χ^2 =	17	61	22	χ^2 =
Food serv/pers. care	13	45	42	63.79*	15	42	43	85.45*
Hlthcare supp/safety	10	37	53	(.000)	7	48	45	(.000)
Other	15	38	47		19	49	32	
Use Internet at home		(n = 2265)				(n = 2258)		
Yes	12	40	48	χ^2 =	14	47	40	χ^2 =
No	23	53	23	54.76*	27	60	13	75.38*
No service at home	19	47	34	(.000)	24	52	24	(.000)
Previous experience								
Renewed license or registration online	2	8	90		4	32	64	
Paid a fine online	8	22	70		4	17	79	

Appendix Table 6 continued.

<table>
<tr><td></td><td colspan="8">*Here are some statements about online government services. For each, please indicate the extent to which you agree or disagree with each.*</td></tr>
<tr><td></td><td colspan="4">*The Internet is useful for researching government agencies, programs or services.*</td><td colspan="4">*The Internet is useful for downloading, completing or submitting government program forms.*</td></tr>
<tr><td></td><td>*Disagree*</td><td>*Neither*</td><td>*Agree*</td><td>*Chi-square (sig.)*</td><td>*Disagree*</td><td>*Neither*</td><td>*Agree*</td><td>*Chi-square (sig.)*</td></tr>
<tr><td></td><td colspan="8">*Percentages*</td></tr>
<tr><td><u>**Total**</u></td><td>5</td><td>21</td><td>74</td><td></td><td>8</td><td>35</td><td>57</td><td></td></tr>
<tr><td><u>**Community Size**</u></td><td></td><td>(n = 2193)</td><td></td><td></td><td></td><td>(n = 2189)</td><td></td><td></td></tr>
<tr><td>Less than 500</td><td>5</td><td>26</td><td>69</td><td></td><td>9</td><td>39</td><td>52</td><td></td></tr>
<tr><td>500 - 999</td><td>4</td><td>22</td><td>75</td><td></td><td>7</td><td>29</td><td>64</td><td></td></tr>
<tr><td>1,000 - 4,999</td><td>5</td><td>21</td><td>75</td><td>$\chi^2 =$</td><td>8</td><td>34</td><td>58</td><td>$\chi^2 =$</td></tr>
<tr><td>5,000 - 9,999</td><td>7</td><td>17</td><td>76</td><td>11.70</td><td>10</td><td>33</td><td>57</td><td>9.68</td></tr>
<tr><td>10,000 and up</td><td>5</td><td>20</td><td>75</td><td>(.165)</td><td>8</td><td>35</td><td>58</td><td>(.288)</td></tr>
<tr><td><u>**Region**</u></td><td></td><td>(n = 2277)</td><td></td><td></td><td></td><td>(n = 2273)</td><td></td><td></td></tr>
<tr><td>Panhandle</td><td>7</td><td>14</td><td>79</td><td></td><td>10</td><td>29</td><td>61</td><td></td></tr>
<tr><td>North Central</td><td>6</td><td>28</td><td>67</td><td></td><td>10</td><td>37</td><td>53</td><td></td></tr>
<tr><td>South Central</td><td>4</td><td>16</td><td>80</td><td>$\chi^2 =$</td><td>8</td><td>32</td><td>60</td><td>$\chi^2 =$</td></tr>
<tr><td>Northeast</td><td>6</td><td>25</td><td>70</td><td>36.62*</td><td>7</td><td>39</td><td>54</td><td>16.49*</td></tr>
<tr><td>Southeast</td><td>5</td><td>22</td><td>73</td><td>(.000)</td><td>6</td><td>37</td><td>57</td><td>(.036)</td></tr>
<tr><td><u>**Income Level**</u></td><td></td><td>(n = 2108)</td><td></td><td></td><td></td><td>(n = 2104)</td><td></td><td></td></tr>
<tr><td>Under $20,000</td><td>12</td><td>25</td><td>63</td><td></td><td>14</td><td>42</td><td>44</td><td></td></tr>
<tr><td>$20,000 - $39,999</td><td>5</td><td>26</td><td>69</td><td>$\chi^2 =$</td><td>9</td><td>40</td><td>51</td><td>$\chi^2 =$</td></tr>
<tr><td>$40,000 - $59,999</td><td>3</td><td>19</td><td>78</td><td>74.79*</td><td>5</td><td>35</td><td>60</td><td>78.00*</td></tr>
<tr><td>$60,000 and over</td><td>3</td><td>15</td><td>82</td><td>(.000)</td><td>6</td><td>27</td><td>68</td><td>(.000)</td></tr>
<tr><td><u>**Age**</u></td><td></td><td>(n = 2283)</td><td></td><td></td><td></td><td>(n = 2281)</td><td></td><td></td></tr>
<tr><td>19 - 29</td><td>4</td><td>12</td><td>85</td><td></td><td>6</td><td>31</td><td>63</td><td></td></tr>
<tr><td>30 - 39</td><td>3</td><td>20</td><td>77</td><td></td><td>6</td><td>34</td><td>60</td><td></td></tr>
<tr><td>40 - 49</td><td>4</td><td>22</td><td>74</td><td>$\chi^2 =$</td><td>5</td><td>33</td><td>62</td><td>$\chi^2 =$</td></tr>
<tr><td>50 - 64</td><td>5</td><td>21</td><td>74</td><td>66.41*</td><td>8</td><td>33</td><td>59</td><td>69.91*</td></tr>
<tr><td>65 and older</td><td>9</td><td>29</td><td>62</td><td>(.000)</td><td>14</td><td>44</td><td>42</td><td>(.000)</td></tr>
<tr><td><u>**Gender**</u></td><td></td><td>(n = 2247)</td><td></td><td>$\chi^2 =$</td><td></td><td>(n = 2244)</td><td></td><td>$\chi^2 =$</td></tr>
<tr><td>Male</td><td>5</td><td>24</td><td>71</td><td>7.55*</td><td>9</td><td>36</td><td>55</td><td>5.01</td></tr>
<tr><td>Female</td><td>5</td><td>19</td><td>76</td><td>(.023)</td><td>7</td><td>34</td><td>59</td><td>(.081)</td></tr>
<tr><td><u>**Education**</u></td><td></td><td>(n = 2229)</td><td></td><td></td><td></td><td>(n = 2226)</td><td></td><td></td></tr>
<tr><td>H.S. diploma or less</td><td>8</td><td>32</td><td>60</td><td>$\chi^2 =$</td><td>11</td><td>48</td><td>41</td><td>$\chi^2 =$</td></tr>
<tr><td>Some college</td><td>4</td><td>21</td><td>75</td><td>113.26*</td><td>7</td><td>37</td><td>56</td><td>141.27*</td></tr>
<tr><td>Bachelors degree</td><td>3</td><td>11</td><td>85</td><td>(.000)</td><td>6</td><td>22</td><td>73</td><td>(.000)</td></tr>
<tr><td><u>**Occupation**</u></td><td></td><td>(n = 1685)</td><td></td><td></td><td></td><td>(n = 1683)</td><td></td><td></td></tr>
<tr><td>Mgt, prof or education</td><td>2</td><td>14</td><td>84</td><td></td><td>4</td><td>26</td><td>70</td><td></td></tr>
<tr><td>Sales or office support</td><td>4</td><td>15</td><td>81</td><td></td><td>6</td><td>28</td><td>65</td><td></td></tr>
<tr><td>Constrn, inst or maint</td><td>2</td><td>26</td><td>72</td><td></td><td>6</td><td>46</td><td>48</td><td></td></tr>
<tr><td>Prodn/trans/warehsing</td><td>5</td><td>27</td><td>68</td><td></td><td>7</td><td>41</td><td>52</td><td></td></tr>
<tr><td>Agriculture</td><td>6</td><td>24</td><td>70</td><td>$\chi^2 =$</td><td>10</td><td>42</td><td>48</td><td>$\chi^2 =$</td></tr>
<tr><td>Food serv/pers. care</td><td>5</td><td>21</td><td>74</td><td>40.62*</td><td>8</td><td>40</td><td>53</td><td>58.85*</td></tr>
<tr><td>Hlthcare supp/safety</td><td>4</td><td>19</td><td>78</td><td>(.000)</td><td>7</td><td>31</td><td>62</td><td>(.000)</td></tr>
<tr><td>Other</td><td>3</td><td>27</td><td>70</td><td></td><td>4</td><td>30</td><td>66</td><td></td></tr>
<tr><td><u>**Use Internet at home**</u></td><td></td><td>(n = 2260)</td><td></td><td></td><td></td><td>(n = 2255)</td><td></td><td></td></tr>
<tr><td>Yes</td><td>4</td><td>16</td><td>81</td><td>$\chi^2 =$</td><td>6</td><td>30</td><td>63</td><td>$\chi^2 =$</td></tr>
<tr><td>No</td><td>14</td><td>45</td><td>41</td><td>201.33*</td><td>19</td><td>51</td><td>30</td><td>128.09*</td></tr>
<tr><td>No service at home</td><td>10</td><td>37</td><td>53</td><td>(.000)</td><td>12</td><td>51</td><td>37</td><td>(.000)</td></tr>
<tr><td><u>**Previous experience**</u></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>Downloaded government forms online</td><td>2</td><td>9</td><td>90</td><td></td><td>3</td><td>14</td><td>83</td><td></td></tr>
</table>

Appendix Table 6 continued.

| | *The Internet is a convenient way to distribute or monitor information on public health, food safety, or national security issues.* | | | |
	Disagree	Neither	Agree	Chi-square (sig.)
Total	8	33	59	
Community Size		(n = 2190)		
Less than 500	6	40	54	
500 - 999	7	30	63	
1,000 - 4,999	8	35	57	$\chi^2 =$
5,000 - 9,999	10	33	57	17.70*
10,000 and up	9	29	63	(.024)
Region		(n = 2273)		
Panhandle	11	27	62	
North Central	10	38	53	
South Central	8	29	64	$\chi^2 =$
Northeast	8	38	55	25.08*
Southeast	7	34	59	(.002)
Income Level		(n = 2107)		
Under $20,000	14	31	55	
$20,000 - $39,999	9	38	53	$\chi^2 =$
$40,000 - $59,999	6	36	58	44.75*
$60,000 and over	7	26	67	(.000)
Age		(n = 2280)		
19 - 29	7	29	64	
30 - 39	5	30	65	
40 - 49	7	32	61	$\chi^2 =$
50 - 64	8	33	59	36.72*
65 and older	13	39	49	(.000)
Gender		(n = 2244)		$\chi^2 =$
Male	10	37	53	22.64*
Female	7	30	63	(.000)
Education		(n = 2228)		$\chi^2 =$
H.S. diploma or less	10	43	47	81.41*
Some college	8	35	58	(.000)
Bachelors degree	7	22	71	
Occupation		(n = 1680)		
Mgt, prof or education	8	26	66	
Sales or office support	4	28	68	
Constrn, inst or maint	5	42	53	
Prodn/trans/warehsing	7	42	52	
Agriculture	11	40	50	$\chi^2 =$
Food serv/pers. care	8	33	59	45.77*
Hlthcare supp/safety	4	31	65	(.000)
Other	4	37	60	
Use Internet at home		(n = 2257)		
Yes	7	29	64	$\chi^2 =$
No	17	50	33	102.58*
No service at home	13	45	42	(.000)

Appendix Table 7. *Opinions about Online Social Networks by Community Size, Region and Various Individual Attributes*

Here are some statements about online social networks, services such as Facebook, MySpace and LinkedIn.com. For each statement, please indicate the extent to which you agree or disagree with it.

	Online social networks are a good way to keep up with friends and family.				*Online social networks are a good way to make new friends.*			
	Disagree	Neither	Agree	Chi-square (sig.)	Disagree	Neither	Agree	Chi-square (sig.)
				Percentages				
Total	11	22	67		39	39	22	
Community Size		(n = 2151)				(n = 2150)		
Less than 500	12	25	63		38	40	21	
500 - 999	8	20	72		36	39	25	
1,000 - 4,999	12	24	64	$\chi^2 =$	39	40	20	$\chi^2 =$
5,000 - 9,999	11	24	64	17.22*	49	37	14	24.80*
10,000 and up	9	19	72	(.028)	35	39	26	(.002)
Region		(n = 2226)				(n = 2222)		
Panhandle	11	22	67		37	42	21	
North Central	13	21	66		34	39	27	
South Central	9	21	69	$\chi^2 =$	40	36	24	$\chi^2 =$
Northeast	11	22	66	4.57	39	43	18	15.54*
Southeast	10	24	66	(.803)	40	37	23	(.049)
Income Level		(n = 2068)				(n = 2064)		
Under $20,000	10	34	57		30	33	37	
$20,000 - $39,999	11	19	70	$\chi^2 =$	32	40	29	$\chi^2 =$
$40,000 - $59,999	10	20	70	30.52*	31	46	23	129.71*
$60,000 and over	10	19	70	(.000)	52	35	13	(.000)
Age		(n = 2237)				(n = 2232)		
19 - 29	3	10	87		37	32	31	
30 - 39	8	17	75		43	32	25	
40 - 49	8	15	77	$\chi^2 =$	38	38	24	$\chi^2 =$
50 - 64	15	29	56	221.66*	38	45	18	47.90*
65 and older	17	36	47	(.000)	39	45	17	(.000)
Gender		(n = 2195)		$\chi^2 =$		(n = 2192)		$\chi^2 =$
Male	15	28	57	74.27*	39	43	18	19.82*
Female	8	18	75	(.000)	39	36	25	(.000)
Education		(n = 2181)				(n = 2178)		
H.S. diploma or less	12	28	59	$\chi^2 =$	30	44	26	$\chi^2 =$
Some college	10	21	69	30.73*	36	38	26	67.98*
Bachelors degree	9	17	73	(.000)	50	36	15	(.000)
Occupation		(n = 1677)				(n = 1677)		
Mgt, prof or education	8	18	74		47	37	16	
Sales or office support	8	18	73		40	34	27	
Constrn, inst or maint	14	28	58		31	50	18	
Prodn/trans/warehsing	10	22	68		30	43	27	
Agriculture	16	23	61	$\chi^2 =$	42	39	19	$\chi^2 =$
Food serv/pers. care	9	20	71	29.27*	30	35	35	50.37*
Hlthcare supp/safety	6	21	73	(.010)	35	42	22	(.000)
Other	14	21	66		44	32	24	
Use Internet at home		(n = 2213)				(n = 2209)		
Yes	9	18	73	$\chi^2 =$	40	37	22	$\chi^2 =$
No	21	43	37	131.98*	31	46	24	11.06*
No service at home	15	36	48	(.000)	33	45	22	(.026)
Previous experience								
Have used a social networking site	3	6	90		38	33	29	
Use Twitter/other service	2	3	96		38	25	37	

	I don't trust that people on social network sites are accurately representing themselves.				*Online social networks connect people with similar interests.*			
	Disagree	*Neither*	*Agree*	*Chi-square (sig.)*	*Disagree*	*Neither*	*Agree*	*Chi-square (sig.)*
Percentages								
Total	8	35	56		8	46	46	
Community Size		(n = 2153)				(n = 2141)		
Less than 500	4	40	56		7	52	41	
500 - 999	11	30	59		7	45	48	
1,000 - 4,999	8	39	53	$\chi^2 =$	9	48	43	$\chi^2 =$
5,000 - 9,999	8	37	55	19.16*	11	41	48	13.40
10,000 and up	9	32	58	(.014)	8	43	49	(.099)
Region		(n = 2230)				(n = 2218)		
Panhandle	11	36	54		5	46	48	
North Central	5	35	60		8	46	46	
South Central	10	35	55	$\chi^2 =$	8	46	47	$\chi^2 =$
Northeast	8	33	58	15.57*	10	45	46	5.37
Southeast	6	40	54	(.049)	8	47	45	(.718)
Income Level		(n = 2067)				(n = 2064)		
Under $20,000	8	36	56		10	50	40	
$20,000 - $39,999	7	35	58	$\chi^2 =$	7	43	50	$\chi^2 =$
$40,000 - $59,999	10	35	55	4.04	9	45	46	9.83
$60,000 and over	9	34	57	(.671)	8	44	48	(.132)
Age		(n = 2239)				(n = 2227)		
19 - 29	11	39	50		3	38	59	
30 - 39	9	40	51		7	41	52	
40 - 49	8	33	59	$\chi^2 =$	10	42	48	$\chi^2 =$
50 - 64	7	33	60	18.66*	8	51	41	83.27*
65 and older	8	34	59	(.017)	13	55	33	(.000)
Gender		(n = 2198)		$\chi^2 =$		(n = 2189)		$\chi^2 =$
Male	8	36	57	1.07	9	46	45	2.02
Female	9	35	56	(.586)	8	46	47	(.364)
Education		(n = 2184)				(n = 2175)		
H.S. diploma or less	7	38	56	$\chi^2 =$	9	52	39	$\chi^2 =$
Some college	9	35	57	4.21	8	47	45	31.02*
Bachelors degree	9	35	56	(.379)	7	39	54	(.000)
Occupation		(n = 1680)				(n = 1678)		
Mgt, prof or education	10	38	52		9	41	50	
Sales or office support	8	31	61		8	44	48	
Constrn, inst or maint	4	40	56		6	47	48	
Prodn/trans/warehsing	6	36	58		9	40	52	
Agriculture	6	36	58	$\chi^2 =$	10	51	39	$\chi^2 =$
Food serv/pers. care	3	39	59	19.19	5	44	51	14.31
Hlthcare supp/safety	9	35	57	(.158)	5	49	46	(.427)
Other	8	33	59		8	43	49	
Use Internet at home		(n = 2216)				(n = 2204)		
Yes	9	35	56	$\chi^2 =$	8	44	49	$\chi^2 =$
No	6	36	58	5.54	11	54	35	22.30*
No service at home	5	37	58	(.237)	10	53	37	(.000)
Previous experience								
Have used a social networking site	10	38	52		6	39	55	
Use Twitter/other service	14	44	42		4	29	68	

Appendix Table 7 continued.

Here are some statements about online social networks, services such as Facebook, MySpace and LinkedIn.com. For each statement, please indicate the extent to which you agree or disagree with it.

	Online social networks offer support to people who are isolated by geography or disability.				Online social networks have become a substitute for face-to-face communication.			
	Disagree	Neither	Agree	Chi-square (sig.)	Disagree	Neither	Agree	Chi-square (sig.)
				Percentages				
Total	6	32	62		10	23	67	
Community Size		(n = 2136)				(n = 2146)		
Less than 500	5	35	60		9	25	66	
500 - 999	6	26	69		8	21	70	
1,000 - 4,999	6	33	60	$\chi^2 =$	11	22	68	$\chi^2 =$
5,000 - 9,999	8	35	57	15.18	12	24	64	4.69
10,000 and up	6	29	66	(.056)	10	22	68	(.790)
Region		(n = 2213)				(n = 2221)		
Panhandle	9	31	60		10	21	69	
North Central	7	31	62		9	27	64	
South Central	6	28	66	$\chi^2 =$	10	22	68	$\chi^2 =$
Northeast	7	33	61	14.99	12	24	65	10.15
Southeast	4	36	60	(.059)	8	21	71	(.254)
Income Level		(n = 2056)				(n = 2064)		
Under $20,000	10	34	57		10	30	60	
$20,000 - $39,999	6	30	65	$\chi^2 =$	10	23	68	$\chi^2 =$
$40,000 - $59,999	4	34	63	16.66*	12	22	66	18.75*
$60,000 and over	7	28	65	(.011)	10	19	72	(.005)
Age		(n = 2221)				(n = 2230)		
19 - 29	2	22	76		12	19	69	
30 - 39	4	29	66		7	18	75	
40 - 49	7	30	63	$\chi^2 =$	11	18	71	$\chi^2 =$
50 - 64	6	35	59	79.04*	10	23	67	58.01*
65 and older	11	40	49	(.000)	10	35	54	(.000)
Gender		(n = 2180)		$\chi^2 =$		(n = 2192)		$\chi^2 =$
Male	8	35	57	23.22*	11	28	62	21.50*
Female	5	29	66	(.000)	9	20	71	(.000)
Education		(n = 2167)				(n = 2178)		
H.S. diploma or less	9	41	51	$\chi^2 =$	9	33	58	$\chi^2 =$
Some college	6	31	63	59.05*	10	21	69	47.08*
Bachelors degree	4	25	71	(.000)	11	18	72	(.000)
Occupation		(n = 1670)				(n = 1673)		
Mgt, prof or education	5	29	66		10	18	71	
Sales or office support	4	27	69		10	16	74	
Constrn, inst or maint	5	40	55		7	25	68	
Prodn/trans/warehsing	5	37	58		5	27	67	
Agriculture	7	31	62	$\chi^2 =$	10	23	67	$\chi^2 =$
Food serv/pers. care	8	28	64	15.38	7	25	68	20.76
Hlthcare supp/safety	6	28	67	(.353)	13	23	64	(.108)
Other	7	30	63		12	19	69	
Use Internet at home		(n = 2200)				(n = 2208)		
Yes	5	29	66	$\chi^2 =$	11	20	69	$\chi^2 =$
No	12	45	43	63.02*	11	42	47	50.33*
No service at home	9	44	48	(.000)	7	31	62	(.000)
Previous experience								
Have used a social networking site	4	23	74		11	18	71	
Use Twitter/other service	3	15	82		14	13	72	

Appendix Table 7 continued.

	Social networks can be a source of information and advice.				Online social networks are a good place to keep track of causes that people support.			
Here are some statements about online social networks, services such as Facebook, MySpace and LinkedIn.com. For each statement, please indicate the extent to which you agree or disagree with it.								
	Disagree	Neither	Agree	Chi-square (sig.)	Disagree	Neither	Agree	Chi-square (sig.)
Percentages								
Total	13	33	54		13	43	44	
Community Size		(n = 2143)				(n = 2143)		
Less than 500	10	40	50		9	53	38	
500 - 999	11	29	61		9	34	57	
1,000 - 4,999	15	31	54	$\chi^2 =$	14	45	42	$\chi^2 =$
5,000 - 9,999	17	37	46	24.62*	15	45	39	34.54*
10,000 and up	11	32	57	(.002)	14	41	46	(.000)
Region		(n = 2221)				(n = 2221)		
Panhandle	11	35	54		10	44	47	
North Central	15	33	52		14	46	40	
South Central	12	33	55	$\chi^2 =$	13	41	46	$\chi^2 =$
Northeast	13	32	56	4.44	14	44	42	10.81
Southeast	13	36	52	(.816)	10	45	45	(.213)
Income Level		(n = 2065)				(n = 2063)		
Under $20,000	14	38	48		14	45	41	
$20,000 - $39,999	10	34	56	$\chi^2 =$	10	43	47	$\chi^2 =$
$40,000 - $59,999	13	32	55	14.91*	12	42	47	8.42
$60,000 and over	14	29	57	(.021)	14	41	45	(.209)
Age		(n = 2228)				(n = 2231)		
19 - 29	12	25	63		8	39	54	
30 - 39	11	30	59		12	37	52	
40 - 49	14	32	55	$\chi^2 =$	14	38	48	$\chi^2 =$
50 - 64	12	38	50	38.44*	12	49	39	65.73*
65 and older	16	39	46	(.000)	17	51	33	(.000)
Gender		(n = 2192)		$\chi^2 =$		(n = 2190)		$\chi^2 =$
Male	15	38	47	28.69*	16	45	39	20.93*
Female	11	30	59	(.000)	11	42	48	(.000)
Education		(n = 2177)				(n = 2174)		
H.S. diploma or less	12	41	47	$\chi^2 =$	13	48	39	$\chi^2 =$
Some college	12	34	55	35.07*	12	42	46	11.83*
Bachelors degree	14	26	60	(.000)	14	40	47	(.019)
Occupation		(n = 1674)				(n = 1673)		
Mgt, prof or education	14	29	58		13	43	45	
Sales or office support	11	33	56		10	43	48	
Constrn, inst or maint	12	43	45		13	50	37	
Prodn/trans/warehsing	11	41	49		13	44	43	
Agriculture	14	37	49	$\chi^2 =$	9	52	40	$\chi^2 =$
Food serv/pers. care	8	29	62	25.08*	9	32	59	27.41*
Hlthcare supp/safety	13	26	61	(.034)	13	39	49	(.017)
Other	10	34	56		15	32	53	
Use Internet at home		(n = 2205)				(n = 2205)		
Yes	12	30	58	$\chi^2 =$	12	41	47	$\chi^2 =$
No	12	48	40	47.70*	13	54	32	31.35*
No service at home	15	45	40	(.000)	16	51	33	(.000)
Previous experience								
Have used a social networking site	9	24	67		9	35	56	
Use Twitter/other service	6	18	77		7	27	67	

Appendix Table 8. *Cell Phone Features Used by Community Size, Region and Individual Attributes*

	Voice calls only	Voice and text/picture messages	Voice, text/picture messages and accessing the Internet	Don't have a cell phone	Significance
			Do you have a cell phone? If so, which of the following features do you use on your cell phone?		
			Percentages		
Total	28	36	28	9	
Community Size			(n = 2281)		
Less than 500	35	33	21	11	
500 - 999	22	43	26	9	$\chi^2 =$
1,000 - 4,999	26	40	27	7	36.55*
5,000 - 9,999	28	33	30	9	(.000)
10,000 and up	26	33	33	8	
Region			(n = 2371)		
Panhandle	27	35	31	8	
North Central	28	35	30	6	$\chi^2 =$
South Central	25	34	34	7	57.87*
Northeast	28	43	19	10	(.000)
Southeast	32	30	26	12	
Income Level			(n = 2173)		
Under $20,000	33	26	17	24	$\chi^2 =$
$20,000 - $39,999	30	33	26	10	256.03*
$40,000 - $59,999	26	42	29	3	(.000)
$60,000 and over	19	41	39	2	
Age			(n = 2385)		
19 - 29	2	36	59	2	
30 - 39	10	44	45	1	$\chi^2 =$
40 - 49	13	52	29	6	1023.40*
50 - 64	34	40	18	8	(.000)
65 and older	63	13	3	22	
Gender			(n = 2332)		$\chi^2 =$
Male	35	33	24	9	45.48*
Female	22	39	31	8	(.000)
Education			(n = 2313)		$\chi^2 =$
H.S. diploma or less	37	33	15	15	178.52*
Some college	26	39	29	7	(.000)
Bachelors or grad degree	20	36	40	4	
Occupation			(n = 1715)		
Mgt, prof or education	17	42	39	2	
Sales or office support	21	39	35	5	
Constrn, inst or maint	26	45	21	9	
Prodn/trans/warehsing	21	39	36	5	
Agriculture	31	46	20	3	$\chi^2 =$
Food serv/pers. care	17	35	37	11	98.25*
Hlthcare supp/safety	15	44	41	1	(.000)
Other	36	29	28	7	

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