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Broadband and Mobile Internet Services in Nonmetropolitan Nebraska: 2016 Nebraska Rural Poll Results

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NEBRASKA RURAL POLL

A Research Report

Broadband and Mobile Internet Services in Nonmetropolitan Nebraska

2016 Nebraska Rural Poll Results

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All of the research reports detailing Nebraska Rural Poll results are located on its webpage at <http://ruralpoll.unl.edu>

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Executive Summary

A recent Pew Research Center survey revealed that home broadband adoption has plateaued in the United States. In addition, there has been an increase in adults who use a smartphone to access the Internet but do not have traditional broadband service in their home. Given these national trends, how do rural Nebraskans access the Internet? Are they accessing the Internet from their cell phones? Are they subscribing to high-speed Internet services at home? How satisfied are they with their Internet services? How important do they feel Internet access is for various items? This paper provides a detailed analysis of these questions.

This report details 1,746 responses to the 2016 Nebraska Rural Poll, the 21st annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about Internet services. 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 their cell phone to access the Internet.** Seventy percent of rural Nebraskans access the Internet using their cell phones.
 - ✓ Rural Nebraskans with the highest household incomes, who are younger, married, with higher education levels and with management or professional occupations are the groups most likely to access the Internet using their cell phone.
- **Overall, most rural Nebraskans using mobile/cellular Internet service are satisfied with their service.** Furthermore, most rural Nebraskans are satisfied with the reliability, speed, customer service, and coverage of their mobile Internet service. However, most rural Nebraskans using mobile Internet service are *dissatisfied* with the price of their service.
- **Persons with healthcare support or public safety occupations are more likely than persons with different occupations to report being satisfied with the reliability of their mobile Internet service.** Seventy percent of persons with healthcare support or public safety occupations are satisfied with the reliability of their mobile Internet service. However, only 39 percent of persons with occupations in agriculture are satisfied with the reliability of their mobile Internet service. In fact, over one-half (52%) of persons with occupations in agriculture are *dissatisfied* with the reliability of their mobile Internet service.
- **Persons living in or near the largest communities are more likely than persons living in or near the smallest communities to report satisfaction with the speed of their mobile Internet service.** Approximately two-thirds (67%) of persons living in or near communities with populations of 10,000 or more are satisfied with the speed of their mobile Internet service, compared to 43 percent of persons living in or near communities with less than 500 people.
- **Persons living in the South Central region are more likely than persons living in other regions of the state to be satisfied with the coverage of their mobile Internet service.** Seventy-three percent of persons living in the South Central region are satisfied with the coverage of their mobile Internet service, compared to 55 percent of persons living in the Northeast region of the state.

- **Over eight in ten rural Nebraskans subscribe to a high-speed Internet service at home (such as cable Internet, DSL, fiber optic or satellite Internet service) other than a data plan on their cell phone or tablet.** Eighty-two percent of rural Nebraskans report subscribing to high-speed Internet service at home. Six percent say they only use their cell phone data plan. Nine percent do not subscribe to any Internet service at home and do not have a cell phone data plan. Two percent have only dial-up Internet service.
 - ✓ Rural Nebraskans living in or near larger communities, with higher household incomes, who are younger, who are married, with higher education levels and with occupations classified as other are the groups most likely to subscribe to high-speed Internet services at home.
- **Most rural Nebraskans with home Internet service are satisfied with their service overall.** Furthermore, most rural Nebraskans with home Internet service are satisfied with the reliability, speed and customer service of their home service. However, most rural Nebraskans with home Internet service are *dissatisfied* with the price of their service.
- **Persons living in or near larger communities are more likely than persons living in or near smaller communities to report satisfaction with the speed of their home Internet service.** Sixty-three percent of persons living in or near communities with populations of 10,000 or more are satisfied with the speed of their service, compared to 44 percent of persons living in or near communities with populations less than 500.
- **Panhandle residents are more likely than residents of other regions of the state to be satisfied overall with their home Internet service.** Just over two-thirds (68%) of Panhandle residents are satisfied overall with their home service, compared to 51 percent of residents of the Northeast region.
- **Most rural Nebraskans see value in having high-speed Internet access for various items.** Over seven in ten rural Nebraskans feel having high-speed Internet access is important or very important for the following items: searching for/applying for jobs, children’s education and learning new things.
- **Younger persons are more likely than older persons to think having high-speed Internet access is important for monitoring or managing health care.** Just over one-half (55%) of persons age 19 to 29 think high-speed Internet access is important for monitoring or managing health care, compared to 36 percent of persons age 65 and older.

Introduction

A recent Pew Research Center survey revealed that home broadband adoption has plateaued in the United States. In addition, there has been an increase in adults who use a smartphone to access the Internet but do not have traditional broadband service in their home. Given these national trends, how do rural Nebraskans access the Internet? Are they accessing the Internet from their cell phones? Are they subscribing to high-speed Internet services at home? How satisfied are they with their Internet services? How important do they feel Internet access is for various items? This paper provides a detailed analysis of these questions.

This report details 1,746 responses to the 2016 Nebraska Rural Poll, the 21st annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about Internet services.

Methodology and Respondent Profile

This study is based on 1,746 responses from Nebraskans living in 86 counties in the state.¹ A self-administered questionnaire was mailed in April to 6,115 randomly selected households. Metropolitan counties not included in the sample were Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington. The

¹ In the spring of 2013, the Grand Island area (Hall, Hamilton, Howard and Merrick Counties) was designated a metropolitan area. To facilitate comparisons from previous years, these four counties are still included in our sample. In addition, the Sioux City area metropolitan counties of Dixon and Dakota were added this year because of a joint Metro Poll being conducted by the University of Nebraska at Omaha that ensures all counties in the state were sampled. Although classified as metro, Dixon County is rural in nature. Dakota County is similar in many respects to other "micropolitan" counties the Rural Poll surveys.

14-page questionnaire included questions pertaining to well-being, community, Internet services, education, and housing. This paper reports only results from the Internet services section.

A 29% 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 ten days later.
3. A reminder postcard was sent to the entire sample approximately ten days after the questionnaire had been sent.
4. Those who had not yet responded within approximately 20 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 2010 U.S. Census and the 2010 - 2014 American Community Survey). 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. Thus, 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-nine percent are married (Appendix Table 1) and 68 percent live within the city limits of a town or village. On average, respondents have lived in Nebraska 42 years and have lived in their current community 27 years. Fifty-nine percent are living in or near towns or villages with populations less than 5,000. Ninety-seven percent have attained at least a high school diploma.

Thirty-three percent of the respondents report their 2015 approximate household income from all sources, before taxes, as below \$40,000. Fifty-six percent report incomes over \$50,000.

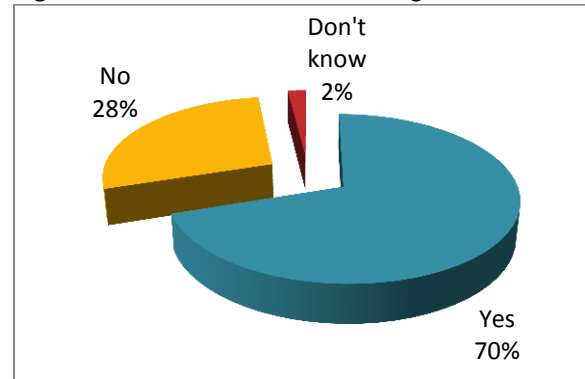
Seventy-six percent were employed in 2015 on a full-time, part-time, or seasonal basis. Seventeen percent are retired. Thirty-three percent of those employed reported working in a management, professional, or education occupation. Twelve percent indicated they were employed in agriculture.

Internet Services

To examine rural Nebraskans' use of mobile Internet services, respondents were asked, "Do you access the Internet using your cell phone (have a cell phone data plan)?" Seventy percent of rural Nebraskans access the Internet using their cell phone (Figure 1).

Rural Nebraskans' use of mobile Internet

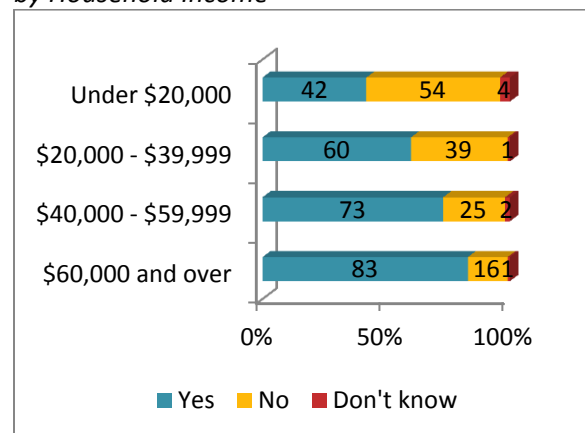
Figure 1. Access the Internet Using Cell Phone



services differ by many individual attributes (Appendix Table 2). Rural Nebraskans with the highest household incomes are more likely than persons with the lowest household incomes to access the Internet using their cell phone. Eighty-three percent of persons with household incomes of \$60,000 or more access the Internet using their cell phone, compared to 42 percent of persons with household incomes under \$20,000 (Figure 2).

Younger persons are more likely than older persons to access the Internet using their cell phone. Approximately 93 percent of persons age 19 to 39 access the Internet using their cell phone, compared to 34 percent of persons age 65 and older.

Figure 2. Access the Internet Using Cell Phone by Household Income

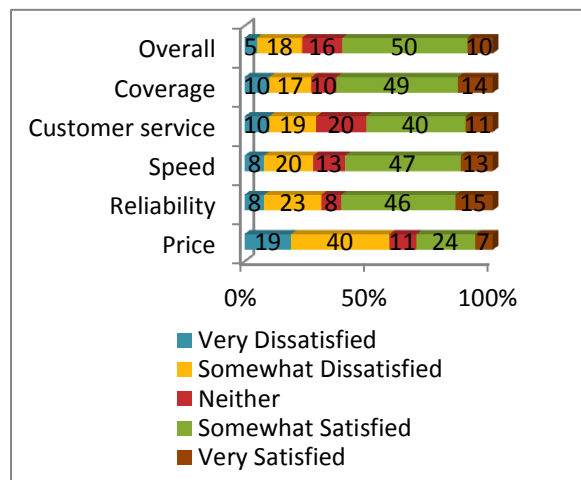


Other groups most likely to access the Internet using their cell phone include: married persons; persons with higher education levels; persons with management, professional or education occupations; persons with healthcare support or public safety occupations; and persons with occupations classified as other.

The respondents who access the Internet using their cell phone were then asked how satisfied they are with various aspects of their cellular/mobile Internet service. Overall, most rural Nebraskans using mobile/cellular Internet service are satisfied with their service (Figure 3). Furthermore, most rural Nebraskans are satisfied with the reliability, speed, customer service, and coverage of their mobile Internet service. However, most rural Nebraskans using mobile Internet service are *dissatisfied* with the price of their service.

Rural Nebraskans' satisfaction levels with their cellular/mobile Internet service differ by community size, region and various individual attributes (Appendix Table 3). Rural Nebraskans living in the Southeast region of the state are more likely than persons living in other regions of the state to be satisfied with the price of

Figure 3. Satisfaction with Cellular/Mobile Internet Service



their mobile Internet service (see Appendix Figure 1 for the counties included in each region). Thirty-six percent of persons living in the Southeast region are satisfied with the price of their mobile Internet service, compared to 26 percent of persons living in either the Panhandle or North Central region.

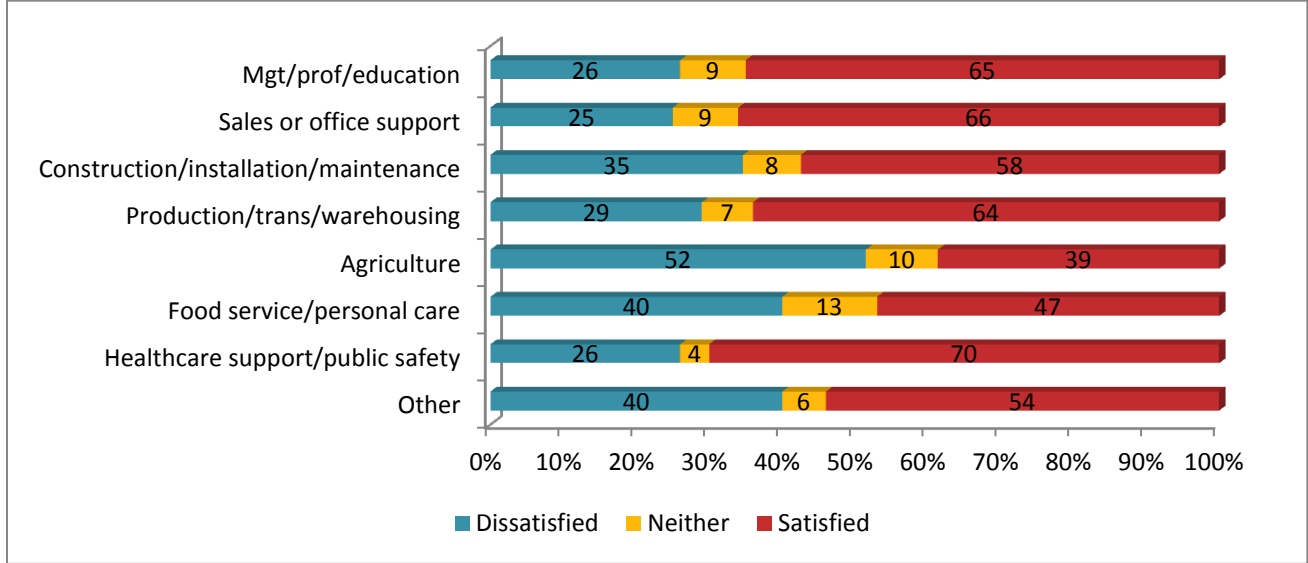
Persons with the lowest household incomes are more likely than persons with higher household incomes to report being satisfied with the price of their mobile Internet service. Almost one-half (46%) of persons with household incomes under \$20,000 are satisfied with the price of their mobile Internet service, compared to 24 percent of persons with household incomes between \$40,000 and \$59,999.

Other groups most likely to be satisfied with the price of their mobile Internet service include females and persons with production, transportation or warehousing occupations.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to report satisfaction with the reliability of their mobile Internet service. Approximately two-thirds (67%) of persons living in or near communities with populations of 10,000 or more are satisfied with the reliability of their mobile Internet service, compared to 52 percent of persons living in or near communities with populations under 500.

Persons with healthcare support or public safety occupations are more likely than persons with different occupations to report being satisfied with the reliability of their mobile Internet service. Seventy percent of persons with healthcare support or public safety occupations are satisfied with the reliability of their mobile Internet service (Figure 4). However, only 39 percent of persons with

Figure 4. Satisfaction with the Reliability of Mobile Internet Service by Occupation



occupations in agriculture are satisfied with the reliability of their mobile Internet service. In fact, over one-half (52%) of persons with occupations in agriculture are *dissatisfied* with the reliability of their mobile Internet service.

Other groups most likely to be satisfied with the reliability of their mobile Internet service include: persons with higher household incomes, younger persons, females, persons with higher education levels, married persons and widowed persons.

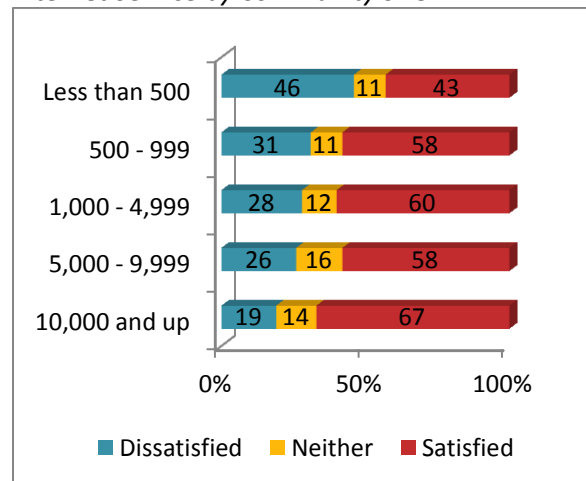
Persons living in or near the largest communities are more likely than persons living in or near the smallest communities to report satisfaction with the speed of their mobile Internet service. Approximately two-thirds (67%) of persons living in or near communities with populations of 10,000 or more are satisfied with the speed of their mobile Internet service, compared to 43 percent of persons living in or near communities with less than 500 people (Figure 5).

Other groups most likely to report satisfaction with the speed of their Internet service include:

persons with higher household incomes; females; persons with higher education levels; married persons; persons with healthcare support or public safety occupations; and persons with production, transportation and warehousing occupations.

The groups most likely to be satisfied with the customer service of their mobile Internet service include: the oldest respondents,

Figure 5. Satisfaction with Speed of Mobile Internet Service by Community Size



females, persons with higher education levels, widowed persons, and persons with occupations classified as other.

Persons living in the South Central region are more likely than persons living in other regions of the state to be satisfied with the coverage of their mobile Internet service. Seventy-three percent of persons living in the South Central region are satisfied with the coverage of their mobile Internet service, compared to 55 percent of persons living in the Northeast region of the state.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to report satisfaction with the coverage of their mobile Internet service. Seventy percent of persons living in or near communities with populations of 10,000 or more are satisfied with their coverage, compared to 54 percent of persons living in or near communities with populations less than 500.

Other groups most likely to report being satisfied with the coverage of their mobile Internet service include: the youngest respondents, persons with the highest education levels, married persons and persons who have never married.

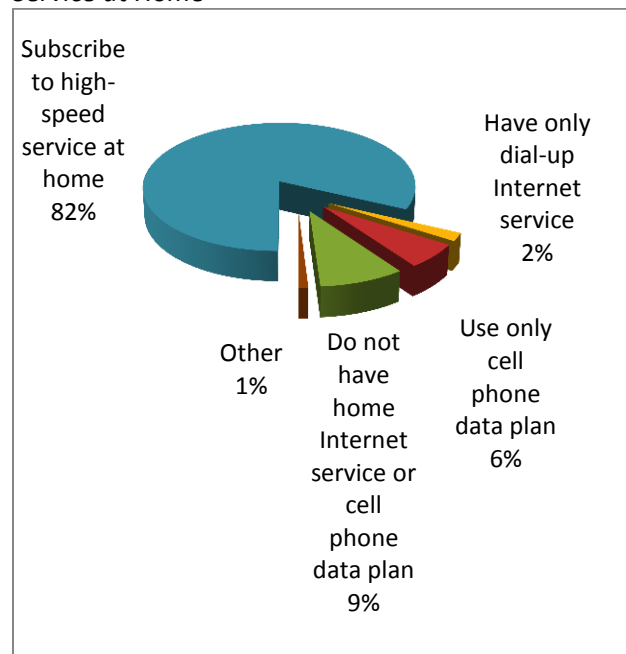
Persons living in or near larger communities are more likely than persons living in or near smaller communities to report overall satisfaction with their mobile Internet service. Sixty-four percent of persons living in or near communities with populations of 10,000 or more are satisfied overall with their mobile Internet service, compared to 50 percent of persons living in or near communities with populations less than 500.

Other groups most likely to be satisfied overall with their mobile Internet service include: the youngest respondents, females, persons with higher education levels, married persons, persons with sales or office support occupations and persons with occupations classified as other.

Next, respondents were asked if they subscribe to a high-speed Internet service at home (such as cable Internet, DSL, fiber optic or satellite Internet service) other than a data plan on their cell phone or tablet. Eighty-two percent of rural Nebraskans report subscribing to high-speed Internet service at home (Figure 6). Six percent say they only use their cell phone data plan. Nine percent do not subscribe to any Internet service at home and do not have a cell phone data plan. Two percent have only dial-up Internet service.

Subscription to home high-speed Internet service differs by community size and various

Figure 6. Subscribe to High-Speed Internet Service at Home

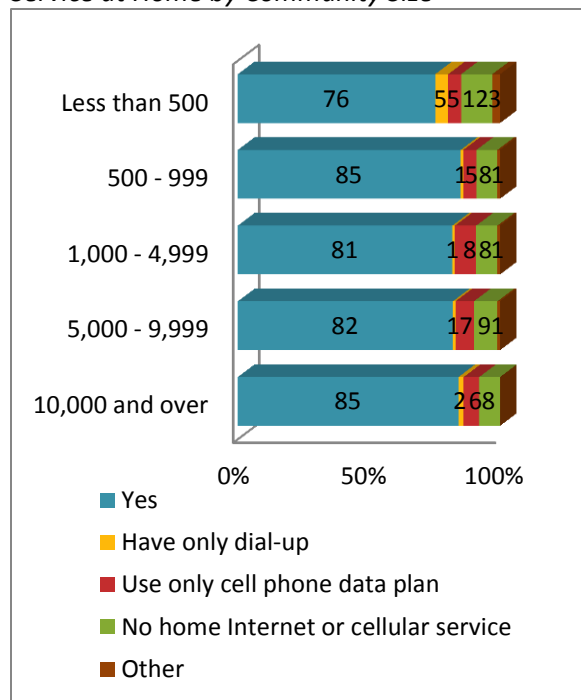


individual attributes (Appendix Table 4). Persons living in or near larger communities are more likely than persons living in or near smaller communities to subscribe to a high-speed Internet service at home. Eighty-five percent of persons living in or near communities with populations of 10,000 or more subscribe to a high-speed Internet service at home, compared to 76 percent of persons living in or near communities with populations less than 500 (Figure 7).

Persons with higher household incomes are more likely than persons with lower household incomes to subscribe to a high-speed Internet service at home. Ninety-three percent of persons with household incomes of \$60,000 or more subscribe to a high-speed Internet service at home, compared to 59 percent of persons with household incomes under \$20,000.

Younger persons are more likely than older

Figure 7. Subscribe to High-Speed Internet Service at Home by Community Size



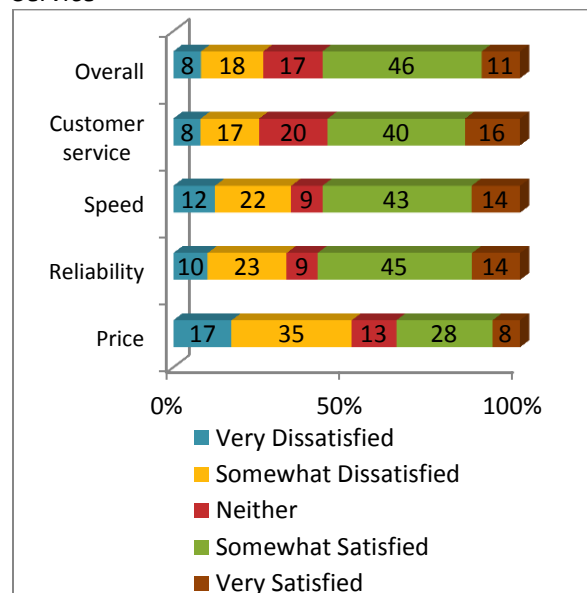
persons to subscribe to a high-speed Internet service at home. Ninety-four percent of persons age 19 to 29 subscribe to a high-speed Internet service at home, compared to 69 percent of persons age 65 and older.

Other groups most likely to subscribe to a high-speed Internet service at home include: married persons, persons with higher education levels and persons with occupations classified as other.

The respondents who subscribe to a home Internet service were asked how satisfied they are with various aspects of their service. Most rural Nebraskans with home Internet service are satisfied with their service overall (Figure 8). Furthermore, most rural Nebraskans with home Internet service are satisfied with the reliability, speed and customer service of their home service. However, most rural Nebraskans with home Internet service are *dissatisfied* with the price of their service.

Satisfaction levels with various aspects of their

Figure 8. Satisfaction with Home Internet Service



home Internet service differ by community size, region and various individual attributes (Appendix Table 5). Residents of the Northeast region are *less* likely than residents of other regions of the state to be satisfied with the price of their home Internet service. Thirty-two percent of persons living in the Northeast region are satisfied with the price of their service, compared to 39 percent of the residents of the North Central or Southeast regions.

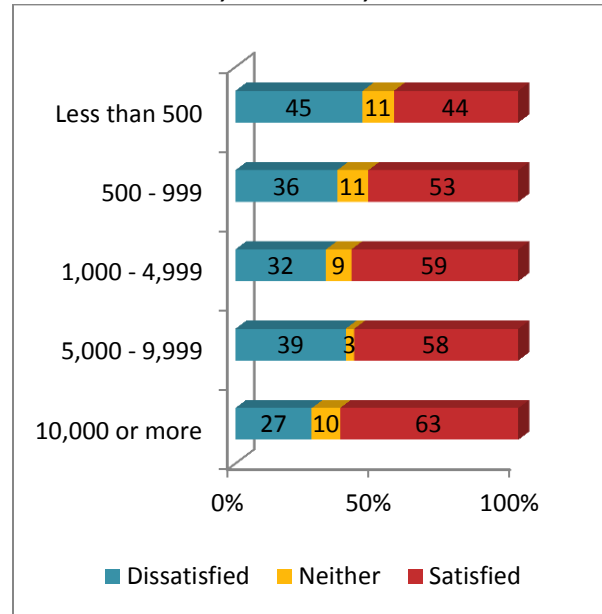
Other groups most likely to report satisfaction with the price of their home Internet service include: persons living in or near mid-sized communities, persons with household incomes ranging from \$20,000 to \$39,999, and persons with food service or personal care occupations.

Residents of the Panhandle are more likely than residents of other regions of the state to be satisfied with the reliability of their home Internet service. Just over two-thirds (68%) of Panhandle residents are satisfied with the reliability of their home service, compared to 53 percent of the residents of the Northeast region.

Other groups most likely to report satisfaction with the reliability of their home Internet service include younger persons and persons with higher education levels.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to report satisfaction with the speed of their home Internet service. Sixty-three percent of persons living in or near communities with populations of 10,000 or more are satisfied with the speed of their service, compared to 44 percent of persons living in or near communities with populations less than 500 (Figure 9).

Figure 9. Satisfaction with the Speed of Home Internet Service by Community Size



Younger persons are more likely than older persons to report being satisfied with the speed of their home Internet service. Just over three-quarters (76%) of persons age 19 to 29 are satisfied with the speed of their service, compared to 50 percent of persons age 40 to 49.

Other groups most likely to report being satisfied with the speed of their home Internet service include: females, persons with higher education levels and persons with healthcare support or public safety occupations.

The groups most likely to be satisfied with the customer service of their home Internet service include: Panhandle residents, both the oldest and youngest respondents, and persons with healthcare support or public safety occupations.

Panhandle residents are more likely than residents of other regions of the state to be satisfied overall with their home Internet service. Just over two-thirds (68%) of Panhandle

residents are satisfied overall with their home service, compared to 51 percent of residents of the Northeast region.

Other groups most likely to report being satisfied overall with their home Internet service include: persons living in or near mid-sized communities, younger persons, females, widowed persons, persons with healthcare support or public safety occupations and persons with food service or personal care occupations.

Importance of Internet Access

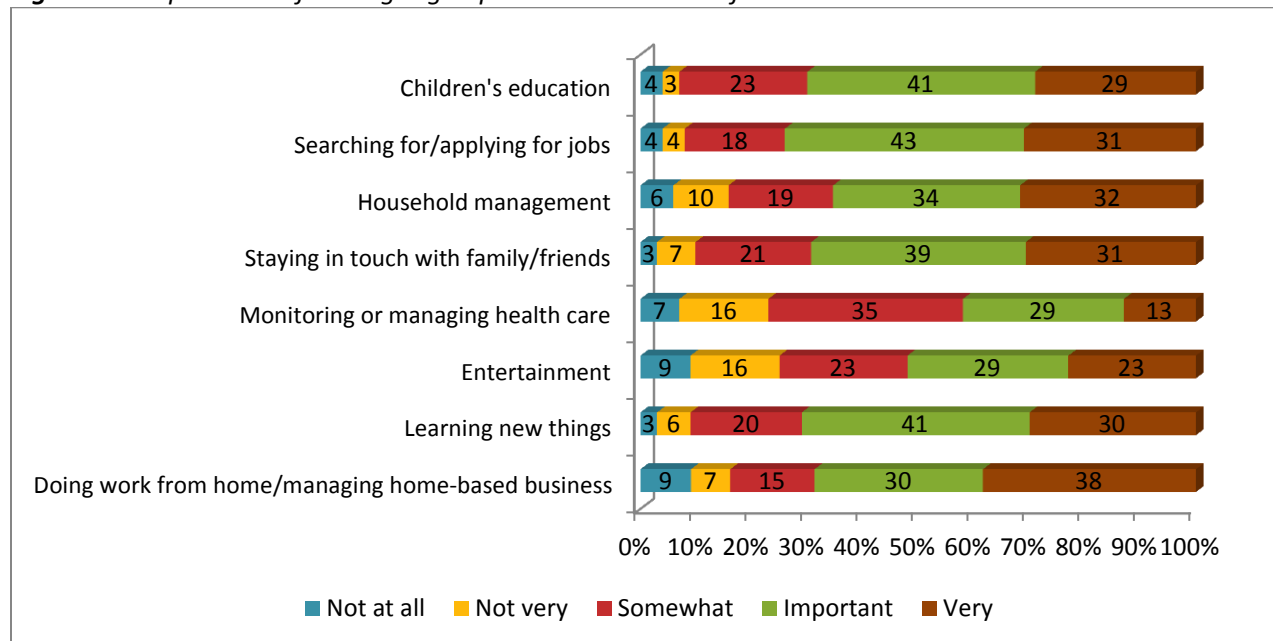
Finally, all respondents were asked how important they feel having high-speed Internet access is for various items. Over seven in ten rural Nebraskans feel having high-speed Internet access is important or very important for the following items: searching for/applying for jobs (74%), children’s education (71%) and learning new things (71%) (Figure 10).

The perceived importance of having high-speed Internet access for the items differ by region, community size and various individual attributes (Appendix Table 6). Persons with higher household incomes are more likely than persons with lower incomes to believe high-speed Internet access is important for children’s education. Just over three-quarters (76%) of persons with household incomes of \$60,000 or more think having high-speed Internet access is important for children’s education, compared to 62 percent of persons with household incomes under \$20,000.

Other groups most likely to think having high-speed Internet access is important for children’s education include: persons age 40 to 49, persons with higher education levels, married persons and persons with occupations classified as other.

Younger persons are more likely than older persons to believe having high-speed Internet

Figure 10. Importance of Having High-Speed Internet Access for Various Items



access is important for searching for/applying for jobs. Eighty-seven percent of persons age 19 to 29 believe having high-speed Internet access is important for searching for/applying for jobs, compared to 61 percent of persons age 65 and older.

Other groups most likely to think having high-speed Internet access is important for searching for/applying for jobs include: persons with higher household incomes, females, persons with higher education levels, persons who have never married, persons who are divorced/separated and persons with healthcare support or public safety occupations.

Persons with higher household incomes are more likely than persons with lower incomes to think having high-speed Internet access is important for household management. Seventy-four percent of persons with household incomes of \$60,000 or more think having high-speed Internet access is important for household management. In comparison, one-half (50%) of persons with household incomes under \$20,000 share this opinion.

Other groups most likely to think having high-speed Internet access is important for household management include: younger persons, females, persons with higher education levels, persons who have never married, married persons, and persons with healthcare support or public safety occupations.

Females are more likely than males to believe having high-speed Internet access is important for staying in touch with family and friends. Three-quarters (75%) of females think high-speed Internet access is important for staying in touch with family and friends, compared to 61 percent of males.

Other groups most likely to believe high-speed Internet access is important for staying in touch with family and friends include: persons with higher household incomes, younger persons, persons with higher education levels, married persons, persons who have never married, and persons with healthcare support or public safety occupations.

Younger persons are more likely than older persons to think having high-speed Internet access is important for monitoring or managing health care. Just over one-half (55%) of persons age 19 to 29 think high-speed Internet access is important for monitoring or managing health care, compared to 36 percent of persons age 65 and older.

And, persons with higher household incomes are more likely than persons with lower incomes to believe high-speed Internet access is important to monitor and manage health care.

Persons living in or near smaller communities are more likely than persons living in or near larger communities to think high speed Internet access is important for entertainment (watching shows or movies, listening to music, playing games). Over one-half of the persons living in or near communities with populations less than 1,000 think high speed Internet is important for entertainment, compared to 48 percent of persons living in or near communities with populations ranging from 5,000 to 9,999.

Other groups most likely to think having high speed Internet access is important for entertainment include: persons with higher household incomes, younger persons, females, persons with higher education levels, married persons, persons who have never married, persons with occupations classified as other, persons with healthcare support or public

safety occupations and persons with sales or office support occupations.

Persons with higher education levels are more likely than persons with less education to believe that high speed Internet access is important for learning new things. Over three-quarters (77%) of persons with at least a four year degree believe high speed Internet is important for learning new things. In comparison, 60 percent of persons with a high school diploma or less share this opinion.

Other groups most likely to think having high speed Internet access is important for learning new things include: persons with higher household incomes, younger persons, females, and married persons.

Younger persons are more likely than older persons to think having high speed Internet access is important for doing work from home or managing a home-based business. Ninety-five percent of persons age 19 to 29 believe having high speed Internet is important for doing work from home or managing a home-based business. In comparison, 43 percent of persons age 65 and older believe it is important.

Other groups most likely to believe having high speed Internet access is important for working from home or managing a home-based business include: persons with higher household incomes, persons with higher education levels, persons who have never married, married persons, and persons with management, professional or education occupations. When comparing the responses by region, persons living in the North Central region are the group *least* likely to believe having high speed Internet is important for doing work from home or managing a home-based business.

Conclusion

Most rural Nebraskans use their cell phone to access the Internet. Certain groups are more likely than others to use mobile/cellular Internet service: rural Nebraskans with the highest household incomes, who are younger, married, with higher education levels and with management or professional occupations.

Overall, most rural Nebraskans using mobile/cellular Internet service are satisfied with their service. Furthermore, most rural Nebraskans are satisfied with the reliability, speed, customer service, and coverage of their mobile Internet service. However, most rural Nebraskans using mobile Internet service are *dissatisfied* with the price of their service.

Certain groups have issues with various aspects of their mobile Internet service. Less than four in ten persons with occupations in agriculture are satisfied with the reliability of their mobile Internet service. In fact, over one-half of this occupation group is *dissatisfied* with the reliability of their mobile Internet service. And, persons living in or near the smallest communities are *less* likely than persons living in or near the largest communities to report satisfaction with the speed of their mobile Internet service. Persons living in the Northeast region of the state are *less* likely than persons living in other regions of the state to express satisfaction with the coverage of their mobile Internet service.

Over eight in ten rural Nebraskans subscribe to a high-speed Internet service at home (such as cable Internet, DSL, fiber optic or satellite Internet service) other than a data plan on their cell phone or tablet. Six percent say they only use their cell phone data plan. Nine percent do not subscribe to any Internet service at home

and do not have a cell phone data plan. Two percent have only dial-up Internet service.

Internet access is important for monitoring or managing health care.

A digital divide still exists in the nonmetropolitan counties of the state. Rural Nebraskans living in or near larger communities, with higher household incomes, who are younger, who are married, with higher education levels and with occupations classified as other are the groups most likely to subscribe to high-speed Internet services at home.

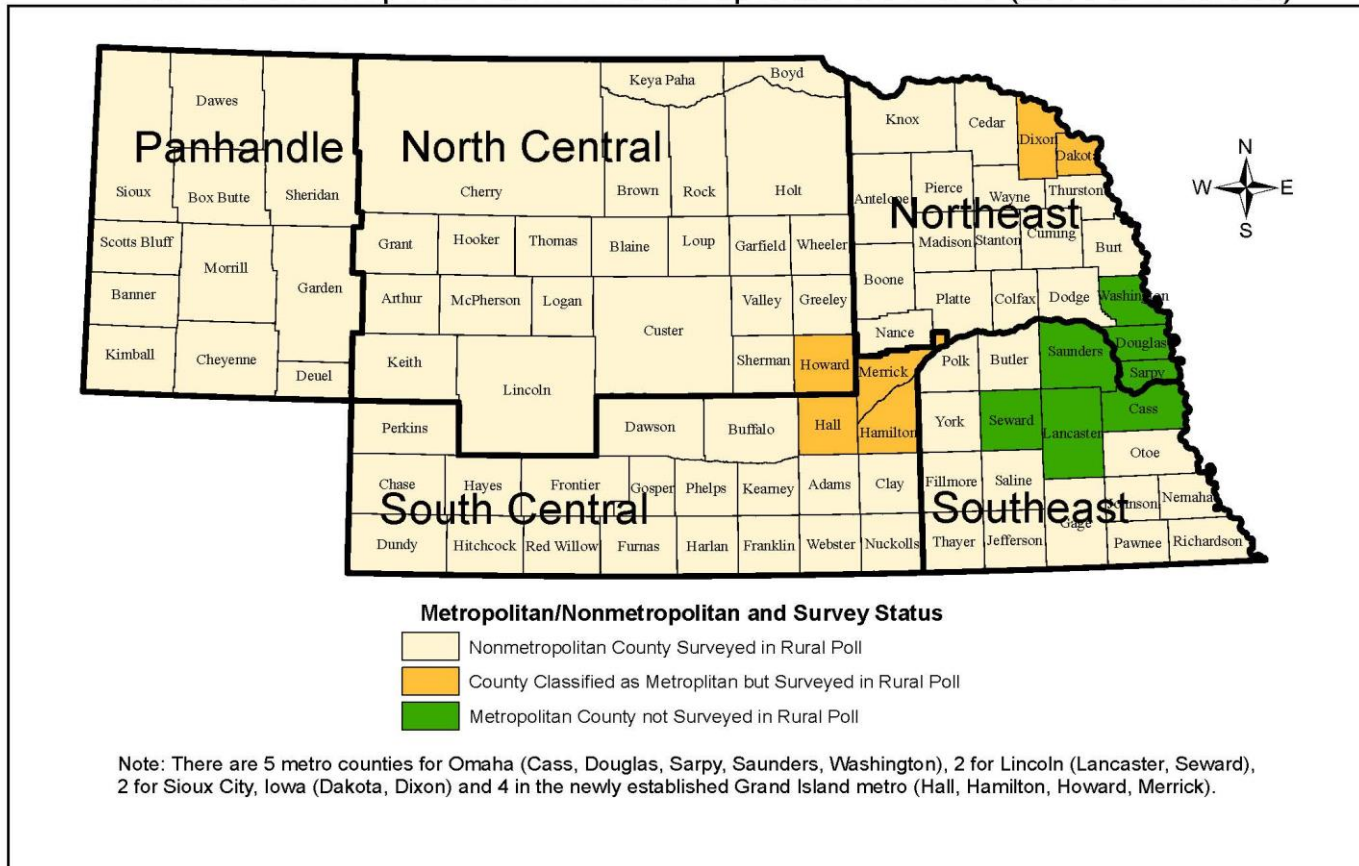
Most rural Nebraskans with home Internet service are satisfied with their service overall. Furthermore, most rural Nebraskans with home Internet service are satisfied with the reliability, speed and customer service of their home service. However, most rural Nebraskans with home Internet service are *dissatisfied* with the price of their service.

As was the case with mobile Internet service, certain groups have issues with their home Internet service. Persons living in or near smaller communities are less likely than persons living in or near larger communities to report satisfaction with the speed of their home Internet service. Residents of the Northeast region are less likely than residents of other regions of the state to be satisfied overall with their home Internet service.

Most rural Nebraskans see value in having high-speed Internet access for various items. Over seven in ten rural Nebraskans feel having high-speed Internet access is important or very important for the following items: searching for/applying for jobs, children's education and learning new things. Younger persons in particular are one group that is more likely to say having high-speed Internet access is important for most of the items listed. As one example, younger persons are more likely than older persons to think having high-speed

Appendix Figure 1. Regions of Nebraska

Nebraska Metropolitan and Nonmetropolitan Counties (2013 Definitions)



Source: 2013 Metropolitan and Micropolitan Definitions, Office of Management and Budget, released 2-28-13
 Prepared by: David Drozd, Center for Public Affairs Research, University of Nebraska at Omaha - August 11, 2014

Appendix Table 1. Demographic Profile of Rural Poll Respondents¹ Compared to 2010 – 2014 American Community Survey 5 Year Average for Nebraska*

	2016 Poll	2015 Poll	2014 Poll	2013 Poll	2012 Poll	2011 Poll	2010 - 2014 ACS
Age : ²							
20 - 39	31%	31%	32%	31%	31%	31%	31%
40 - 64	45%	45%	46%	44%	44%	44%	45%
65 and over	24%	24%	23%	24%	24%	24%	24%
Gender: ³							
Female	59%	58%	57%	51%	61%	60%	51%
Male	41%	42%	43%	49%	39%	40%	49%
Education: ⁴							
Less than 9 th grade	1%	1%	1%	1%	1%	1%	5%
9 th to 12 th grade (no diploma)	2%	2%	3%	3%	3%	3%	7%
High school diploma (or equiv.)	21%	22%	18%	23%	22%	26%	33%
Some college, no degree	21%	23%	23%	25%	25%	23%	26%
Associate degree	19%	15%	16%	15%	15%	16%	11%
Bachelors degree	23%	24%	24%	22%	24%	19%	13%
Graduate or professional degree	14%	13%	16%	12%	11%	12%	5%
Household Income: ⁵							
Less than \$10,000	3%	5%	5%	5%	6%	6%	6%
\$10,000 - \$19,999	8%	7%	7%	7%	10%	10%	12%
\$20,000 - \$29,999	11%	9%	8%	13%	11%	13%	12%
\$30,000 - \$39,999	11%	9%	14%	10%	10%	14%	11%
\$40,000 - \$49,999	11%	12%	12%	15%	12%	11%	10%
\$50,000 - \$59,999	11%	11%	13%	10%	13%	12%	10%
\$60,000 - \$74,999	14%	15%	13%	11%	14%	12%	11%
\$75,000 or more	32%	32%	29%	29%	25%	22%	27%
Marital Status: ⁶							
Married	69%	68%	68%	70%	70%	66%	62%
Never married	11%	13%	12%	12%	10%	14%	17%
Divorced/separated	10%	10%	12%	9%	11%	11%	12%
Widowed/widower	9%	8%	8%	9%	10%	10%	8%

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

² 2010-2014 American Community Survey universe is non-metro population 20 years of age and over.

³ 2010-2014 American Community Survey universe is non-metro population 20 years of age and over.

⁴ 2010-2014 American Community Survey universe is non-metro population 18 years of age and over.

⁵ 2010-2014 American Community Survey universe is all non-metro households.

⁶ 2010-2014 American Community Survey universe is non-metro population 20 years of age and over.

*Comparison numbers are estimates taken from the American Community Survey five-year sample and may reflect significant margins of error for areas with relatively small populations.

Appendix Table 2. Internet Access Using Cell Phone by Community Size, Region and Individual Attributes

Do you access the Internet using your cell phone (have a cell phone data plan)?

	<u>Yes</u>	<u>No</u>	<u>Don't know</u>	<u>Significance</u>
Total	70	28	2	
	<i>Percentages</i>			
<u>Community Size</u>		(n = 1485)		
Less than 500	68	31	2	
500 - 999	70	28	2	
1,000 - 4,999	70	29	1	$\chi^2 = 4.04$
5,000 - 9,999	71	27	2	(.853)
10,000 and up	74	25	1	
<u>Region</u>		(n = 1561)		
Panhandle	75	25	1	
North Central	70	30	1	
South Central	73	25	2	$\chi^2 = 9.29$
Northeast	67	32	1	(.318)
Southeast	67	31	2	
<u>Income Level</u>		(n = 1413)		
Under \$20,000	42	54	4	
\$20,000 - \$39,999	60	39	1	$\chi^2 = 131.96^*$
\$40,000 - \$59,999	73	25	2	(.000)
\$60,000 and over	83	16	1	
<u>Age</u>		(n = 1570)		
19 - 29	93	8	0	
30 - 39	94	5	0.4	
40 - 49	82	17	1	$\chi^2 = 373.94^*$
50 - 64	66	33	1	(.000)
65 and older	34	62	4	
<u>Gender</u>		(n = 1566)		
Male	68	30	2	$\chi^2 = 2.96$
Female	72	27	1	(.227)
<u>Marital Status</u>		(n = 1551)		
Married	76	23	1	
Never married	71	28	2	
Divorced/separated	63	36	1	$\chi^2 = 122.51^*$
Widowed	30	67	3	(.000)
<u>Education</u>		(n = 1512)		
H.S. diploma or less	54	42	4	
Some college	73	26	1	$\chi^2 = 79.94^*$
Bachelors or grad degree	80	19	0.4	(.000)

Do you access the Internet using your cell phone (have a cell phone data plan)?

<u>Occupation</u>	<u>Yes</u>	<u>No</u>	<u>Don't know</u>	<u>Significance</u>
	(n = 1187)			
Mgt, prof or education	84	16	0	
Sales or office support	80	19	1	
Constrn, inst or maint	57	40	3	
Prodn/trans/warehsing	64	35	1	
Agriculture	70	27	3	
Food serv/pers. care	72	26	2	
Hlthcare supp/safety	83	16	1	$\chi^2 = 55.62^*$ (.000)
Other	82	18	0	

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

Appendix Table 3. Satisfaction with Cellular/Mobile Internet Service By Community Size, Region and Individual Attributes.

	Price				Reliability			
	<i>Dissatisfied</i>	<i>Neither</i>	<i>Satisfied</i>	<i>Significance</i>	<i>Dissatisfied</i>	<i>Neither</i>	<i>Satisfied</i>	<i>Significance</i>
	<i>Percentages</i>							
Total	58	11	30		31	8	61	
Community Size	(n = 1065)				(n = 1063)			
Less than 500	60	6	34		42	6	52	
500 - 999	59	12	29		36	9	55	
1,000 - 4,999	63	8	30		34	7	59	
5,000 - 9,999	55	17	29	$\chi^2 = 12.91$	27	14	60	$\chi^2 = 23.44^*$
10,000 and up	59	13	28	(.115)	25	8	67	(.003)
Region	(n = 1107)				(n = 1107)			
Panhandle	63	11	26		32	6	62	
North Central	66	7	26		26	9	66	
South Central	56	11	33		28	7	65	
Northeast	60	11	28	$\chi^2 = 17.55^*$	37	10	54	$\chi^2 = 12.16$
Southeast	47	17	36	(.025)	32	6	62	(.144)
Individual Attributes:								
Household Income Level	(n = 1025)				(n = 1025)			
Under \$20,000	49	5	46		42	9	49	
\$20,000 - \$39,999	52	12	35		26	9	66	
\$40,000 - \$59,999	64	12	24	$\chi^2 = 18.95^*$	43	4	53	$\chi^2 = 24.07^*$
\$60,000 and over	62	10	28	(.004)	29	8	63	(.001)
Age	(n = 1112)				(n = 1114)			
19 - 29	61	10	28		27	2	71	
30 - 39	58	12	29		27	14	60	
40 - 49	63	10	26		34	8	58	
50 - 64	57	12	31	$\chi^2 = 10.48$	37	10	53	$\chi^2 = 36.05^*$
65 and older	48	11	41	(.233)	28	6	66	(.000)
Gender	(n = 1109)				(n = 1110)			
Male	59	16	25	$\chi^2 = 22.90^*$	35	10	56	$\chi^2 = 8.45^*$
Female	58	8	34	(.000)	29	7	64	(.015)
Education	(n = 1088)				(n = 1088)			
High school diploma or less	52	13	35		38	7	55	
Some college	63	10	27	$\chi^2 = 7.17$	36	9	55	$\chi^2 = 23.23^*$
Bachelors or grad degree	57	11	31	(.127)	24	8	69	(.000)
Marital Status	(n = 1099)				(n = 1101)			
Married	58	11	31		28	9	64	
Never married	58	11	31		45	7	48	
Divorced/separated	63	12	25	$\chi^2 = 9.57$	41	7	52	$\chi^2 = 20.81^*$
Widowed	37	17	46	(.144)	29	7	63	(.002)
Occupation	(n = 935)				(n = 935)			
Mgt, prof or education	61	12	27		26	9	65	
Sales or office support	51	13	36		25	9	66	
Constrn, inst or maint	53	15	33		35	8	58	
Prodn/trans/warehsing	40	20	40		29	7	64	
Agriculture	59	17	24		52	10	39	
Food serv/pers. care	65	3	32		40	13	47	
Hlthcare supp/safety	66	8	27	$\chi^2 = 25.03^*$	26	4	70	$\chi^2 = 41.35^*$
Other	63	8	29	(.034)	40	6	54	(.000)

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

Appendix Table 3 continued.

	<i>Speed</i>				<i>Customer service</i>			
	<i>Dissatisfied</i>	<i>Neither</i>	<i>Satisfied</i>	<i>Significance</i>	<i>Dissatisfied</i>	<i>Neither</i>	<i>Satisfied</i>	<i>Significance</i>
Total	28	13	60		29	20	51	
Community Size		(n = 1063)				(n = 1063)		
Less than 500	46	11	43		33	16	52	
500 - 999	31	11	58		31	15	54	
1,000 - 4,999	28	12	60		27	20	53	
5,000 - 9,999	26	16	58	$\chi^2 = 44.71^*$	28	24	48	$\chi^2 = 9.69$
10,000 and up	19	14	67	(.000)	32	22	46	(.288)
Region		(n = 1104)				(n = 1106)		
Panhandle	29	10	61		25	18	57	
North Central	32	11	57		30	17	53	
South Central	22	12	65		26	19	55	
Northeast	29	14	57	$\chi^2 = 10.59$	33	22	45	$\chi^2 = 10.50$
Southeast	32	12	56	(.226)	30	23	47	(.232)
Individual Attributes:								
<i>Household Income Level</i>		(n = 1022)				(n = 1025)		
Under \$20,000	35	15	50		34	16	49	
\$20,000 - \$39,999	33	14	54		29	16	54	
\$40,000 - \$59,999	39	10	51	$\chi^2 = 32.48^*$	30	26	45	$\chi^2 = 8.57$
\$60,000 and over	21	12	67	(.000)	28	20	52	(.200)
<i>Age</i>		(n = 1109)				(n = 1115)		
19 - 29	25	8	67		27	17	57	
30 - 39	25	13	62		35	21	44	
40 - 49	29	13	58		31	17	52	
50 - 64	30	15	55	$\chi^2 = 12.05$	29	25	47	$\chi^2 = 19.26^*$
65 and older	29	11	60	(.149)	22	18	60	(.014)
<i>Gender</i>		(n = 1108)				(n = 1111)		
Male	28	16	56	$\chi^2 = 8.90^*$	33	22	45	$\chi^2 = 9.64^*$
Female	27	10	62	(.012)	27	18	55	(.008)
<i>Education</i>		(n = 1084)				(n = 1089)		
High school diploma or less	34	13	53		33	19	48	
Some college	31	15	54	$\chi^2 = 26.12^*$	31	22	46	$\chi^2 = 10.42^*$
Bachelors or grad degree	21	10	69	(.000)	26	18	56	(.034)
<i>Marital Status</i>		(n = 1100)				(n = 1100)		
Married	24	12	64		28	20	51	
Never married	46	13	41		26	20	54	
Divorced/separated	36	14	50	$\chi^2 = 33.95^*$	46	15	39	$\chi^2 = 14.54^*$
Widowed	29	15	56	(.000)	23	20	58	(.024)
<i>Occupation</i>		(n = 935)				(n = 937)		
Mgt, prof or education	26	13	62		28	20	52	
Sales or office support	21	11	68		22	29	49	
Constrn, inst or maint	30	20	50		25	30	45	
Prodn/trans/warehsing	15	13	72		25	26	49	
Agriculture	41	23	36		44	17	39	
Food serv/pers. care	45	7	48		45	13	42	
Hlthcare supp/safety	18	8	74	$\chi^2 = 66.06^*$	28	20	52	$\chi^2 = 34.01^*$
Other	43	3	54	(.000)	29	9	62	(.002)

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

Appendix Table 3 continued.

	<i>Coverage</i>			<i>Significance</i>	<i>Overall satisfaction</i>			<i>Significance</i>
	<i>Dissatisfied</i>	<i>Neither</i>	<i>Satisfied</i>		<i>Dissatisfied</i>	<i>Neither</i>	<i>Satisfied</i>	
Total	27	10	63		24	16	60	
Community Size		(n = 1062)				(n = 1061)		
Less than 500	38	8	54		35	15	50	
500 - 999	32	10	58		27	14	59	
1,000 - 4,999	31	9	60		24	14	62	
5,000 - 9,999	21	13	66	$\chi^2 = 27.40^*$	23	20	57	$\chi^2 = 21.79^*$
10,000 and up	19	11	70	(.001)	18	18	64	(.005)
Region		(n = 1103)				(n = 1098)		
Panhandle	32	9	60		27	12	61	
North Central	26	12	61		24	14	62	
South Central	19	8	73		21	15	65	
Northeast	31	14	55	$\chi^2 = 27.25^*$	26	18	56	$\chi^2 = 8.59$
Southeast	30	9	62	(.001)	23	18	59	(.378)
Individual Attributes:								
Household Income Level		(n = 1021)				(n = 1017)		
Under \$20,000	31	11	59		26	12	62	
\$20,000 - \$39,999	26	9	64		22	13	64	
\$40,000 - \$59,999	33	7	60	$\chi^2 = 8.38$	30	16	54	$\chi^2 = 8.34$
\$60,000 and over	24	11	65	(.212)	22	17	61	(.214)
Age		(n = 1107)				(n = 1107)		
19 - 29	18	2	80		13	13	75	
30 - 39	26	12	62		23	19	58	
40 - 49	33	11	56		31	17	52	
50 - 64	30	15	55	$\chi^2 = 50.51^*$	28	18	54	$\chi^2 = 38.22^*$
65 and older	26	8	66	(.000)	23	12	65	(.000)
Gender		(n = 1106)				(n = 1104)		
Male	29	10	62	$\chi^2 = 1.43$	25	21	54	$\chi^2 = 16.37^*$
Female	26	10	64	(.488)	23	13	64	(.000)
Education		(n = 1085)				(n = 1081)		
High school diploma or less	31	9	60		27	12	62	
Some college	33	10	58	$\chi^2 = 23.01^*$	28	19	53	$\chi^2 = 22.07^*$
Bachelors or grad degree	19	11	70	(.000)	18	15	67	(.000)
Marital Status		(n = 1098)				(n = 1093)		
Married	25	10	65		21	16	63	
Never married	30	6	64		26	20	54	
Divorced/separated	40	12	48	$\chi^2 = 20.39^*$	39	15	46	$\chi^2 = 19.10^*$
Widowed	25	20	55	(.002)	24	17	59	(.004)
Occupation		(n = 934)				(n = 931)		
Mgt, prof or education	24	11	65		22	16	61	
Sales or office support	24	8	68		22	11	67	
Constrn, inst or maint	28	13	60		23	18	60	
Prodn/trans/warehsing	25	13	62		22	16	62	
Agriculture	39	14	47		34	24	41	
Food serv/pers. care	33	10	57		36	10	55	
Hlthcare supp/safety	20	10	70	$\chi^2 = 22.02$	16	20	64	$\chi^2 = 28.64^*$
Other	29	5	66	(.078)	20	14	66	(.012)

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

Appendix Table 4. Subscription to High-Speed Internet Service at Home by Community Size, Region and Individual Attributes

<i>Do you subscribe to a high-speed Internet service at home (such as cable Internet, DSL, fiber optic or satellite Internet service) other than a data plan on your cell phone or tablet?</i>						
	<i>Yes</i>	<i>No, have only dial-up Internet service</i>	<i>No, use only my cell phone data plan</i>	<i>No, do not subscribe to Internet service or cell phone data plan</i>	<i>Other</i>	<i>Chi-square (sig.)</i>
Total	82	2	6	9	1	
Community Size			<i>Percentages</i>			
			(n = 1487)			
Less than 500	76	5	5	12	3	
500 - 999	85	1	5	8	1	
1,000 - 4,999	81	1	8	8	1	
5,000 - 9,999	82	1	7	9	1	$\chi^2 = 38.39^*$
10,000 and up	85	2	6	8	0	(.001)
Region			(n = 1561)			
Panhandle	83	1	9	9	0	
North Central	82	3	6	6	2	
South Central	82	2	6	6	1	
Northeast	81	2	5	5	1	$\chi^2 = 11.63$
Southeast	82	2	6	6	1	(.769)
Income Level			(n = 1412)			
Under \$20,000	59	2	6	31	3	
\$20,000 - \$39,999	69	4	11	15	1	
\$40,000 - \$59,999	85	2	6	6	1	$\chi^2 = 192.45^*$
\$60,000 and over	93	1	4	2	1	(.000)
Age			(n = 1569)			
19 – 29	94	2	4	0	0	
30 – 39	88	2	8	2	1	
40 – 49	87	0.4	7	4	2	
50 – 64	79	2	8	10	0.4	$\chi^2 = 167.42^*$
65 and older	69	4	4	23	1	(.000)
Gender			(n = 1566)			
Male	80	3	6	11	1	$\chi^2 = 4.29$
Female	83	2	7	8	1	(.369)
Marital Status			(n = 1551)			
Married	88	2	5	4	1	
Never married	75	2	9	12	2	
Divorced/separated	61	3	15	21	1	$\chi^2 = 182.42^*$
Widowed	61	2	5	32	0	(.000)
Education			(n = 1510)			
H.S. diploma or less	72	4	6	17	1	
Some college	81	2	8	8	1	$\chi^2 = 64.27^*$
Bachelors degree	90	1	4	5	1	(.000)
Occupation			(n = 1193)			
Mgt, prof or education	91	1	6	2	1	
Sales or office support	86	1	8	5	1	
Constrn, inst or maint	71	2	9	18	2	
Prodn/trans/warehsing	80	4	8	8	0	
Agriculture	74	5	7	10	4	
Food serv/pers. care	70	2	16	12	0	
Hlthcare supp/safety	90	2	5	4	0	$\chi^2 = 90.05^*$
Other	92	0	3	5	0	(.000)

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

Appendix Table 5. Satisfaction with Home Internet Service by Community Size, Region and Individual Attributes

	<i>Price</i>				<i>Reliability</i>			
	<i>Dissatisfied</i>	<i>Neither</i>	<i>Satisfied</i>	<i>Significance</i>	<i>Dissatisfied</i>	<i>Neither</i>	<i>Satisfied</i>	<i>Significance</i>
Total	52	13	36		33	9	58	
Community Size	(n = 1249)				(n = 1246)			
Less than 500	55	10	35		42	7	51	
500 - 999	52	14	34		32	10	58	
1,000 - 4,999	49	9	43		29	11	60	
5,000 - 9,999	51	14	35	$\chi^2 = 20.23^*$	35	6	58	$\chi^2 = 14.07$
10,000 and up	56	15	29	(.010)	30	10	59	(.080)
Region	(n = 1311)				(n = 1308)			
Panhandle	50	14	36		24	8	68	
North Central	54	8	39		34	8	59	
South Central	53	12	35		31	9	60	
Northeast	58	11	32	$\chi^2 = 23.75^*$	35	13	53	$\chi^2 = 18.73^*$
Southeast	41	20	39	(.003)	39	8	54	(.016)
Individual Attributes:								
<i>Household Income Level</i>	(n = 1192)				(n = 1190)			
Under \$20,000	54	16	30		29	16	56	
\$20,000 - \$39,999	49	10	41		30	7	63	
\$40,000 - \$59,999	50	20	30	$\chi^2 = 23.85^*$	42	9	49	$\chi^2 = 19.45^*$
\$60,000 and over	55	10	35	(.001)	30	10	60	(.003)
<i>Age</i>	(n = 1313)				(n = 1312)			
19 - 29	49	18	33		20	6	75	
30 - 39	50	12	38		38	8	54	
40 - 49	52	11	37		34	10	57	
50 - 64	55	11	34	$\chi^2 = 8.98$	39	11	50	$\chi^2 = 41.40^*$
65 and older	51	12	38	(.344)	31	11	58	(.000)
<i>Gender</i>	(n = 1311)				(n = 1308)			
Male	49	15	36	$\chi^2 = 6.89^*$	33	11	56	$\chi^2 = 2.94$
Female	54	11	35	(.032)	32	8	60	(.229)
<i>Education</i>	(n = 1275)				(n = 1272)			
High school diploma or less	48	17	35		37	13	51	
Some college	53	11	36	$\chi^2 = 7.50$	34	9	57	$\chi^2 = 12.02^*$
Bachelors or grad degree	53	12	35	(.112)	29	8	63	(.017)
<i>Marital Status</i>	(n = 1299)				(n = 1298)			
Married	52	13	35		33	10	57	
Never married	50	17	34		26	7	68	
Divorced/separated	54	10	35	$\chi^2 = 5.32$	40	8	52	$\chi^2 = 8.39$
Widowed	54	6	39	(.503)	33	9	59	(.211)
<i>Occupation</i>	(n = 1041)				(n = 1037)			
Mgt, prof or education	57	12	32		34	7	59	
Sales or office support	49	14	37		31	11	58	
Constrn, inst or maint	42	26	32		35	14	51	
Prodn/trans/warehsing	48	9	44		32	9	59	
Agriculture	48	18	35		31	12	57	
Food serv/pers. care	38	13	50		36	10	55	
Hlthcare supp/safety	47	12	41	$\chi^2 = 39.66^*$	26	11	64	$\chi^2 = 8.68$
Other	74	3	23	(.000)	31	7	62	(.851)

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

Appendix Table 5 continued

	<i>Speed</i>			<i>Significance</i>	<i>Customer service</i>			<i>Significance</i>
	<i>Dissatisfied</i>	<i>Neither</i>	<i>Satisfied</i>		<i>Dissatisfied</i>	<i>Neither</i>	<i>Satisfied</i>	
Total	34	9	57		25	20	56	
Community Size		(n = 1248)				(n = 1245)		
Less than 500	45	11	44		31	14	55	
500 - 999	36	11	53		22	19	59	
1,000 - 4,999	32	9	59		24	19	57	
5,000 - 9,999	39	3	58	$\chi^2 = 30.31^*$	21	17	62	$\chi^2 = 14.44$
10,000 and up	27	10	63	(.000)	26	24	51	(.071)
Region		(n = 1307)				(n = 1301)		
Panhandle	26	9	65		15	15	70	
North Central	35	9	56		27	23	50	
South Central	32	8	61		24	18	58	
Northeast	38	11	51	$\chi^2 = 13.74$	29	19	52	$\chi^2 = 26.50^*$
Southeast	36	10	54	(.089)	26	25	49	(.001)
Individual Attributes:								
<i>Household Income Level</i>		(n = 1193)				(n = 1188)		
Under \$20,000	36	12	52		26	20	54	
\$20,000 - \$39,999	34	8	58		22	23	56	
\$40,000 - \$59,999	36	10	54	$\chi^2 = 2.72$	28	19	53	$\chi^2 = 3.07$
\$60,000 and over	33	10	57	(.844)	25	19	56	(.800)
<i>Age</i>		(n = 1313)				(n = 1307)		
19 - 29	20	4	76		16	24	61	
30 - 39	35	9	57		30	20	50	
40 - 49	41	8	50		27	18	55	
50 - 64	38	11	51	$\chi^2 = 53.06^*$	30	19	51	$\chi^2 = 26.14^*$
65 and older	34	12	54	(.000)	21	16	63	(.001)
<i>Gender</i>		(n = 1310)				(n = 1303)		
Male	33	12	55	$\chi^2 = 10.00^*$	24	22	54	$\chi^2 = 3.28$
Female	35	7	59	(.007)	25	18	57	(.194)
<i>Education</i>		(n = 1272)				(n = 1268)		
High school diploma or less	40	11	49		30	21	49	
Some college	33	9	57	$\chi^2 = 11.44^*$	24	19	57	$\chi^2 = 7.20$
Bachelors or grad degree	30	8	62	(.022)	23	19	58	(.126)
<i>Marital Status</i>		(n = 1298)				(n = 1294)		
Married	33	10	57		25	19	56	
Never married	30	5	65		20	27	54	
Divorced/separated	42	10	48	$\chi^2 = 8.49$	30	21	50	$\chi^2 = 9.64$
Widowed	35	9	56	(.205)	30	13	57	(.141)
<i>Occupation</i>		(n = 1039)				(n = 1038)		
Mgt, prof or education	33	8	59		26	21	53	
Sales or office support	35	9	56		29	15	56	
Constrn, inst or maint	30	20	50		23	33	44	
Prodn/trans/warehsing	28	11	61		18	30	52	
Agriculture	35	13	53		22	33	45	
Food serv/pers. care	36	13	52		31	13	56	
Hlthcare supp/safety	27	3	70	$\chi^2 = 27.64^*$	20	17	64	$\chi^2 = 37.52^*$
Other	39	7	54	(.016)	30	10	61	(.001)

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

Appendix Table 5 continued

Overall satisfaction				
	<i>Dissatisfied</i>	<i>Neither</i>	<i>Satisfied</i>	<i>Significance</i>
	<i>Percentages</i>			
Total	26	17	57	
Community Size	(n = 1245)			
Less than 500	35	17	49	
500 - 999	29	11	60	
1,000 - 4,999	23	14	64	
5,000 - 9,999	24	17	59	$\chi^2 = 28.67^*$
10,000 and up	24	22	53	(.000)
Region	(n = 1305)			
Panhandle	18	13	68	
North Central	26	17	58	
South Central	23	18	59	
Northeast	33	16	51	$\chi^2 = 19.29^*$
Southeast	26	18	56	(.013)
Individual Attributes:				
<i>Household Income Level</i>	(n = 1187)			
Under \$20,000	30	12	58	
\$20,000 - \$39,999	24	13	64	
\$40,000 - \$59,999	30	20	50	$\chi^2 = 12.60$
\$60,000 and over	25	18	57	(.050)
<i>Age</i>	(n = 1310)			
19 - 29	12	18	71	
30 - 39	31	17	53	
40 - 49	31	14	55	
50 - 64	32	18	51	$\chi^2 = 41.86^*$
65 and older	23	16	60	(.000)
<i>Gender</i>	(n = 1306)			
Male	26	21	53	$\chi^2 = 14.71^*$
Female	26	14	60	(.001)
<i>Education</i>	(n = 1268)			
High school diploma or less	31	14	55	
Some college	26	18	56	$\chi^2 = 6.84$
Bachelors or grad degree	23	17	60	(.145)
<i>Marital Status</i>	(n = 1292)			
Married	26	16	57	
Never married	18	21	61	
Divorced/separated	36	16	48	$\chi^2 = 14.08^*$
Widowed	27	9	64	(.029)
<i>Occupation</i>	(n = 1034)			
Mgt, prof or education	25	17	58	
Sales or office support	27	19	54	
Constrn, inst or maint	29	27	45	
Prodn/trans/warehsing	29	13	59	
Agriculture	26	17	57	
Food serv/pers. care	28	9	63	
Hlthcare supp/safety	20	15	65	$\chi^2 = 16.03$
Other	31	24	45	(.311)

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

Appendix Table 6. Importance of Having Internet Access for Items by Community Size, Region and Individual Attributes

	<i>Children's education</i>			<i>Significance</i>	<i>Searching for/applying for jobs</i>			<i>Significance</i>
	<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>		<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>	
Total	7	23	71		8	18	74	
Community Size	(n = 1487)				(n = 1478)			
Less than 500	5	20	75		9	19	72	
500 - 999	5	30	65		10	19	72	
1,000 - 4,999	7	25	68		8	19	73	
5,000 - 9,999	8	18	75	$\chi^2 = 15.14$	8	15	77	$\chi^2 = 3.25$
10,000 and up	8	21	70	(.056)	7	18	76	(.918)
Region	(n = 1560)				(n = 1555)			
Panhandle	9	22	69		9	15	76	
North Central	4	21	75		10	19	71	
South Central	7	22	71		8	20	72	
Northeast	6	25	69	$\chi^2 = 5.87$	8	16	77	$\chi^2 = 6.71$
Southeast	7	22	70	(.662)	7	21	73	(.568)
Individual Attributes:								
Household Income Level	(n = 1416)				(n = 1408)			
Under \$20,000	12	26	62		17	22	61	
\$20,000 - \$39,999	8	28	64		10	26	64	
\$40,000 - \$59,999	8	25	68	$\chi^2 = 26.02^*$	7	17	76	$\chi^2 = 48.05^*$
\$60,000 and over	5	19	76	(.000)	5	14	80	(.000)
Age	(n = 1572)				(n = 1565)			
19 - 29	4	27	69		0	14	87	
30 - 39	5	23	73		6	16	78	
40 - 49	4	17	79		7	17	76	
50 - 64	8	21	71	$\chi^2 = 36.63^*$	8	20	72	$\chi^2 = 71.09^*$
65 and older	12	25	62	(.000)	16	23	61	(.000)
Gender	(n = 1568)				(n = 1561)			
Male	8	24	68	$\chi^2 = 4.40$	9	22	69	$\chi^2 = 12.74^*$
Female	6	22	72	(.111)	7	16	77	(.002)
Education	(n = 1508)				(n = 1501)			
High school diploma or less	9	29	62		11	24	65	
Some college	7	22	71	$\chi^2 = 21.56^*$	9	18	73	$\chi^2 = 25.98^*$
Bachelors or grad degree	5	19	76	(.000)	5	15	80	(.000)
Marital Status	(n = 1551)				(n = 1542)			
Married	7	20	73		8	19	74	
Never married	4	34	62		3	18	79	
Divorced/separated	8	22	70	$\chi^2 = 24.08^*$	11	12	77	$\chi^2 = 19.47^*$
Widowed	11	27	62	(.001)	13	24	63	(.003)
Occupation	(n = 1212)				(n = 1211)			
Mgt, prof or education	6	20	74		6	18	76	
Sales or office support	3	25	73		4	18	78	
Constrn, inst or maint	6	31	63		10	25	65	
Prodn/trans/warehsing	12	25	64		11	18	71	
Agriculture	5	19	76		7	21	72	
Food serv/pers. care	9	30	62		11	28	62	
Hlthcare supp/safety	6	19	75	$\chi^2 = 23.80^*$	3	10	87	$\chi^2 = 29.32^*$
Other	1	19	80	(.048)	5	17	79	(.009)

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

Appendix Table 6 continued

	<i>Household management (online banking, paying bills, filing taxes)</i>			<i>Significance</i>	<i>Staying in touch with family and friends</i>			<i>Significance</i>
	<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>		<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>	
	<i>Percentages</i>				<i>Percentages</i>			
Total	15	19	66		10	21	69	
Community Size		(n = 1493)				(n = 1495)		
Less than 500	18	16	66		11	20	69	
500 - 999	14	18	69		10	19	71	
1,000 - 4,999	16	21	64		13	21	67	
5,000 - 9,999	14	18	68	$\chi^2 = 7.33$	4	22	74	$\chi^2 = 11.28$
10,000 and up	13	21	66	(.501)	9	21	71	(.186)
Region		(n = 1570)				(n = 1572)		
Panhandle	15	16	69		12	22	66	
North Central	21	16	63		10	18	72	
South Central	14	20	65		9	22	70	
Northeast	11	23	66	$\chi^2 = 15.92^*$	9	20	71	$\chi^2 = 4.75$
Southeast	18	17	65	(.044)	11	21	68	(.783)
Individual Attributes:								
Household Income Level		(n = 1423)				(n = 1425)		
Under \$20,000	31	19	50		22	15	62	
\$20,000 - \$39,999	20	23	57		13	25	62	
\$40,000 - \$59,999	15	18	67	$\chi^2 = 69.87^*$	8	22	71	$\chi^2 = 46.71^*$
\$60,000 and over	8	18	74	(.000)	6	20	74	(.000)
Age		(n = 1582)				(n = 1583)		
19 - 29	4	4	92		6	11	83	
30 - 39	6	17	77		7	19	74	
40 - 49	11	19	70		9	22	69	
50 - 64	18	25	58	$\chi^2 = 192.68^*$	11	24	65	$\chi^2 = 39.30^*$
65 and older	29	26	45	(.000)	13	24	63	(.000)
Gender		(n = 1578)				(n = 1581)		
Male	17	22	61	$\chi^2 = 10.95^*$	13	26	61	$\chi^2 = 33.32^*$
Female	14	18	69	(.004)	8	18	75	(.000)
Education		(n = 1519)				(n = 1521)		
High school diploma or less	25	21	54		15	25	60	
Some college	14	19	67	$\chi^2 = 48.87^*$	9	20	71	$\chi^2 = 24.27^*$
Bachelors or grad degree	9	18	73	(.000)	7	19	74	(.000)
Marital Status		(n = 1562)				(n = 1564)		
Married	13	18	69		8	20	72	
Never married	13	17	70		11	17	72	
Divorced/separated	21	25	55	$\chi^2 = 49.69^*$	16	27	57	$\chi^2 = 25.22^*$
Widowed	31	25	44	(.000)	15	26	60	(.000)
Occupation		(n = 1217)				(n = 1217)		
Mgt, prof or education	9	20	72		7	17	76	
Sales or office support	13	19	68		4	23	73	
Constrn, inst or maint	22	22	55		9	33	58	
Prodn/trans/warehsing	23	13	64		18	26	56	
Agriculture	16	24	60		21	26	54	
Food serv/pers. care	17	21	62		8	25	67	
Hlthcare supp/safety	9	9	82	$\chi^2 = 46.06^*$	7	12	81	$\chi^2 = 75.66^*$
Other	9	14	77	(.000)	5	17	78	(.000)

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

Appendix Table 6 continued

	<i>Monitoring or managing health care</i>			<i>Significance</i>	<i>Entertainment (watching shows or movies, listening to music, playing games)</i>			<i>Significance</i>
	<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>		<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>	
Total	23	35	42		25	23	52	
Community Size		(n = 1493)				(n = 1499)		
Less than 500	23	33	44		29	17	54	
500 - 999	24	37	39		25	17	58	
1,000 - 4,999	25	37	38		28	22	50	
5,000 - 9,999	14	34	53	$\chi^2 = 15.15$	23	29	48	$\chi^2 = 25.23^*$
10,000 and up	22	34	44	(.056)	20	29	51	(.001)
Region		(n = 1565)				(n = 1576)		
Panhandle	24	29	47		27	20	54	
North Central	28	36	37		30	23	48	
South Central	21	36	43		22	26	52	
Northeast	20	37	43	$\chi^2 = 10.17$	22	23	55	$\chi^2 = 12.70$
Southeast	25	35	40	(.253)	29	21	49	(.123)
Individual Attributes:								
Household Income Level		(n = 1420)				(n = 1426)		
Under \$20,000	32	33	35		26	24	49	
\$20,000 - \$39,999	26	36	38		30	22	48	
\$40,000 - \$59,999	19	35	46	$\chi^2 = 17.47^*$	26	28	46	$\chi^2 = 20.80^*$
\$60,000 and over	20	36	45	(.008)	20	22	58	(.002)
Age		(n = 1577)				(n = 1585)		
19 - 29	13	32	55		9	11	79	
30 - 39	18	35	47		13	19	68	
40 - 49	24	38	39		25	19	56	
50 - 64	24	36	40	$\chi^2 = 38.87^*$	30	31	38	$\chi^2 = 185.51^*$
65 and older	30	33	36	(.000)	37	28	35	(.000)
Gender		(n = 1573)				(n = 1581)		
Male	24	36	40	$\chi^2 = 2.52$	28	24	48	$\chi^2 = 7.04^*$
Female	22	35	44	(.283)	23	23	55	(.030)
Education		(n = 1513)				(n = 1521)		
High school diploma or less	23	38	39		29	22	49	
Some college	23	31	46	$\chi^2 = 7.72$	27	24	50	$\chi^2 = 17.20^*$
Bachelors or grad degree	21	38	41	(.102)	19	23	58	(.002)
Marital Status		(n = 1557)				(n = 1563)		
Married	22	36	42		23	22	55	
Never married	18	34	49		18	27	54	
Divorced/separated	25	33	42	$\chi^2 = 11.07$	30	30	40	$\chi^2 = 36.58^*$
Widowed	32	29	39	(.086)	40	23	36	(.000)
Occupation		(n = 1219)				(n = 1220)		
Mgt, prof or education	21	33	46		21	23	56	
Sales or office support	25	30	45		20	20	60	
Constrn, inst or maint	22	45	33		35	23	42	
Prodn/trans/warehsing	26	39	35		30	18	52	
Agriculture	28	35	38		35	20	46	
Food serv/pers. care	19	33	48		10	35	55	
Hlthcare supp/safety	18	38	44	$\chi^2 = 19.48$	18	20	61	$\chi^2 = 37.40^*$
Other	13	34	53	(.147)	14	24	62	(.001)

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

Appendix Table 6 continued

	<i>Learning new things</i>			<i>Significance</i>	<i>Doing work from home/managing a home-based business</i>			<i>Significance</i>
	<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>		<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>	
Total	8	20	71		17	15	68	
Community Size		(n = 1473)				(n = 1483)		
Less than 500	9	18	73		16	14	70	
500 - 999	8	19	73		13	12	75	
1,000 - 4,999	10	23	68		18	16	66	
5,000 - 9,999	4	20	76	$\chi^2 = 7.98$	15	16	69	$\chi^2 = 5.50$
10,000 and up	8	21	72	(.435)	16	15	68	(.703)
Region		(n = 1549)				(n = 1561)		
Panhandle	7	19	74		13	17	70	
North Central	8	25	67		17	22	61	
South Central	9	22	69		16	12	71	
Northeast	7	18	75	$\chi^2 = 9.66$	18	12	70	$\chi^2 = 16.87^*$
Southeast	10	18	71	(.290)	18	17	65	(.031)
Individual Attributes:								
Household Income Level		(n = 1408)				(n = 1415)		
Under \$20,000	17	20	63		27	17	55	
\$20,000 - \$39,999	10	25	65		22	18	61	
\$40,000 - \$59,999	10	20	70	$\chi^2 = 36.32^*$	16	16	68	$\chi^2 = 44.68^*$
\$60,000 and over	5	18	77	(.000)	11	12	77	(.000)
Age		(n = 1560)				(n = 1570)		
19 - 29	4	12	85		0	6	95	
30 - 39	4	17	79		8	10	82	
40 - 49	7	19	75		13	14	73	
50 - 64	8	25	67	$\chi^2 = 72.05^*$	19	19	62	$\chi^2 = 231.82^*$
65 and older	16	25	59	(.000)	36	21	43	(.000)
Gender		(n = 1556)				(n = 1567)		
Male	10	22	68	$\chi^2 = 9.04^*$	19	15	67	$\chi^2 = 3.37$
Female	7	19	74	(.011)	15	15	70	(.185)
Education		(n = 1497)				(n = 1509)		
High school diploma or less	15	25	60		25	17	58	
Some college	7	20	74	$\chi^2 = 41.72^*$	15	16	69	$\chi^2 = 38.82^*$
Bachelors or grad degree	5	18	77	(.000)	12	12	77	(.000)
Marital Status		(n = 1541)				(n = 1550)		
Married	8	18	74		15	14	72	
Never married	3	26	71		11	15	74	
Divorced/separated	12	22	66	$\chi^2 = 35.20^*$	20	20	61	$\chi^2 = 62.47^*$
Widowed	17	28	55	(.000)	38	20	42	(.000)
Occupation		(n = 1204)				(n = 1213)		
Mgt, prof or education	4	21	75		10	10	80	
Sales or office support	8	18	75		9	14	77	
Constrn, inst or maint	10	25	64		25	15	61	
Prodn/trans/warehsing	11	24	66		21	16	63	
Agriculture	12	17	71		14	16	70	
Food serv/pers. care	4	22	73		15	29	56	
Hlthcare supp/safety	7	15	78	$\chi^2 = 22.84$	12	15	73	$\chi^2 = 41.25^*$
Other	3	22	76	(.063)	14	9	77	(.000)

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

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