
INITIAL 2014 METRO AND RURAL POLL RESULTS

Nebraska State Data Center
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Part of Conference Webcast



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Background information

- CPAR at UNO had periodically conducted an “Omaha Conditions Survey” to gauge public satisfaction with services and gain public opinions on key policy-related topics
 - By telephone in 1990, 91, 93, 94, 98 and 2004
 - Similar methods used in 2006 project requested by the Omaha Chamber with a focus on underemployment
- The rural poll from UNL was started in 1996 and has been conducted annually since (by mail)
 - 2014 marks the 19th consecutive year for the rural poll

**Omaha
Conditions
Survey: 1990**



**Nebraska Rural Poll
Research Brief**

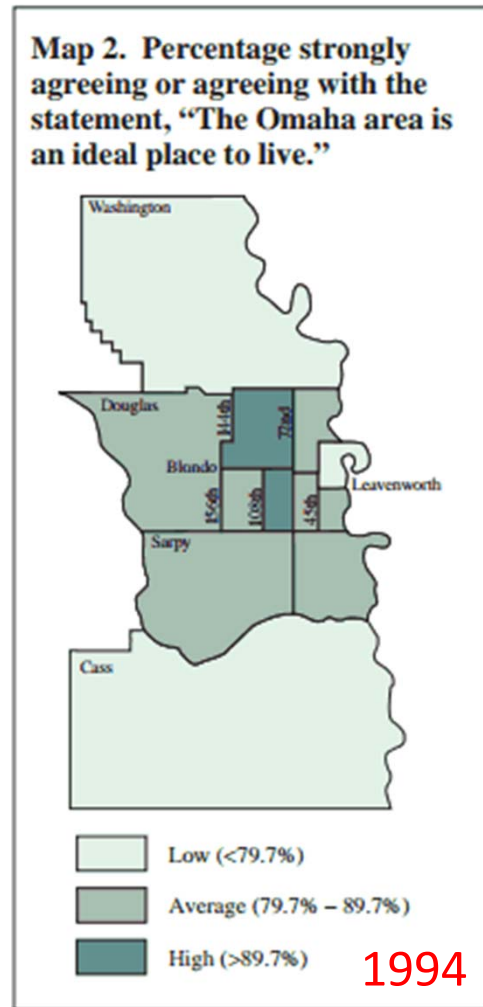
cari.unl.edu/ruralpoll/

RB 07-005

September 2007

Background information – poll geographic coverage

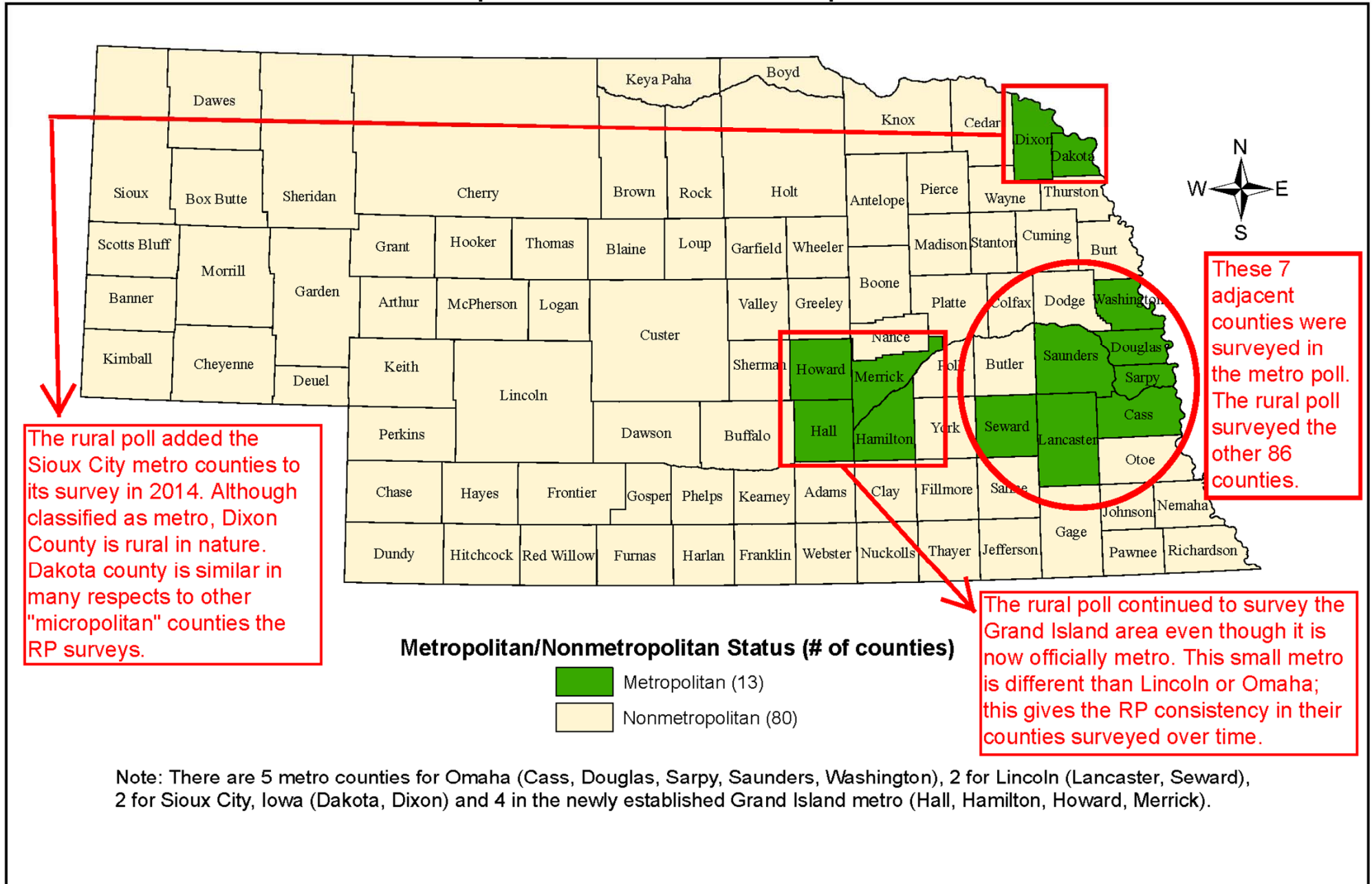
- CPAR’s “Omaha Conditions Survey” polled within the counties of the Omaha metro as defined at that time
 - Douglas, Sarpy, and Washington in 1990 and 1991
 - These plus Cass in 1993, 1994, and 1998
 - The above plus Saunders in 2004
- The rural poll has sampled within nonmetropolitan Nebraska counties
 - 87 counties from 1996 through 2003
 - All but Cass, Dakota, Douglas, Lancaster, Sarpy, and Washington
 - 84 from 2004 through 2013
 - Dixon, Saunders, and Seward became metro



Why a metro and rural poll simultaneously

- Policy makers and researchers from UNO and UNL had talked about the need for similar comparable data across the state for a number of years
 - Data for an area has value, but its worth increases when you can compare it to findings from another area
 - Neither poll independently could obtain statewide coverage and be able to ascertain and detail assumed differences in attitudes in varying geographic areas across the state
 - In 2014 we made two comparable polls happen
 - Got together, decided upon a common methodology and set of questions over a similar timeframe/budget

Nebraska Metropolitan and Nonmetropolitan Counties: 2013



Source: 2013 Metropolitan and Micropolitan Definitions, Office of Management and Budget, released 2-28-13

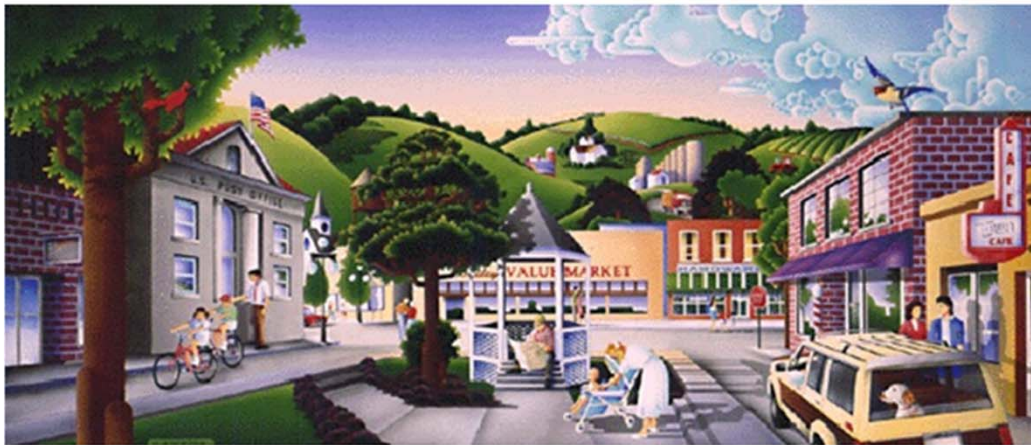
Prepared by: David Drozd, Center for Public Affairs Research, University of Nebraska at Omaha - April 12, 2013

A Look at the Covers of the Two Polls

THE 2014 NEBRASKA RURAL POLL

THE 2014 NEBRASKA METRO POLL

A survey of residents in the Omaha and Lincoln metropolitan areas of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington Counties



Please return your completed questionnaire in the enclosed envelope to:

Nebraska Rural Poll Office

111 W Court St, Room 3 • Pierce, NE 68767

Please return your completed questionnaire in the enclosed envelope or mail to:

Nebraska Metro Poll Office • Center for Public Affairs Research

6001 Dodge Street, 108 CPACS • Omaha, NE 68182

Common Methodology

- Written/Mail survey with online response option
 - Households received 4 mailings, about 2 weeks apart
 - Late March/Early April: Initial letter saying survey would be coming; had info for completing it online instead
 - Early to Mid April: Hardcopy questionnaire with cover letter and info saying how it could be completed online
 - Late April/Early May: Reminder postcard, again with online completion info
 - Mid to Late May: 2nd hardcopy questionnaire (and online completion info)
- 7,500 addresses sent to initially
 - Both polls oversampled 500 Hispanic records
 - Did take the time and cost to have the survey and letters translated into Spanish
 - Sent items in both English and Spanish to select households
 - Metro poll also oversampled 500 Black households and 1,000 households under age 40

Common Questionnaires and Survey Topics

- The two polls decided to ask the same exact questions in the same exact order for direct comparisons
 - Booklet form, 14 half size pages of content plus the cover and a back page for comments
 - Subject areas included:
 - Attitudes toward community, satisfaction with services, satisfaction with life aspects, and better/worse off questions
 - Open ended questions on most important problems for metro areas and rural parts of Nebraska to address
 - Each survey asked both for cross comparison; some people could not answer for both areas (said they didn't know enough)
 - Characteristics of successful communities
 - Personal safety and crime
 - Employment and underemployment
 - Demographics
 - The only two question differences on the surveys regarded demographics
 - » Metro poll asked political views and church attendance while rural poll asked population of community and occupation


Response Rate Summary for the two Polls

Response Rate Data for 2014 Nebraska Metro and Rural Polls						
Sample Description	Size	Undeliverable	Undeliv. %	Relevant Size	Returns	Response %
Metro Poll Random Sample	5,500	392	7.1%	5,108	937	18.3%
Metro Poll Hispanic Oversample	500	42	8.4%	458	45	9.8%
Metro Poll Black Oversample	500	56	11.2%	444	50	11.3%
Metro Poll < Age 40 Oversample	1,000	86	8.6%	914	113	12.4%
Unidentified returns	n/a	n/a	n/a	n/a	4	n/a
Metro Poll Overall	7,500	576	7.7%	6,924	1,149	16.6%
Rural Poll Random Sample	7,000	618	8.8%	6,382	1,891	29.6%
Rural Poll Hispanic Oversample	500	69	13.8%	431	52	12.1%
Rural Poll Overall	7,500	687	9.2%	6,813	1,943	28.5%

2014 RURAL POLL RESULTS ON ITEMS ASKED ANNUALLY

“ADDING TO THE TIME SERIES”

**THE 2014 NEBRASKA
RURAL POLL**



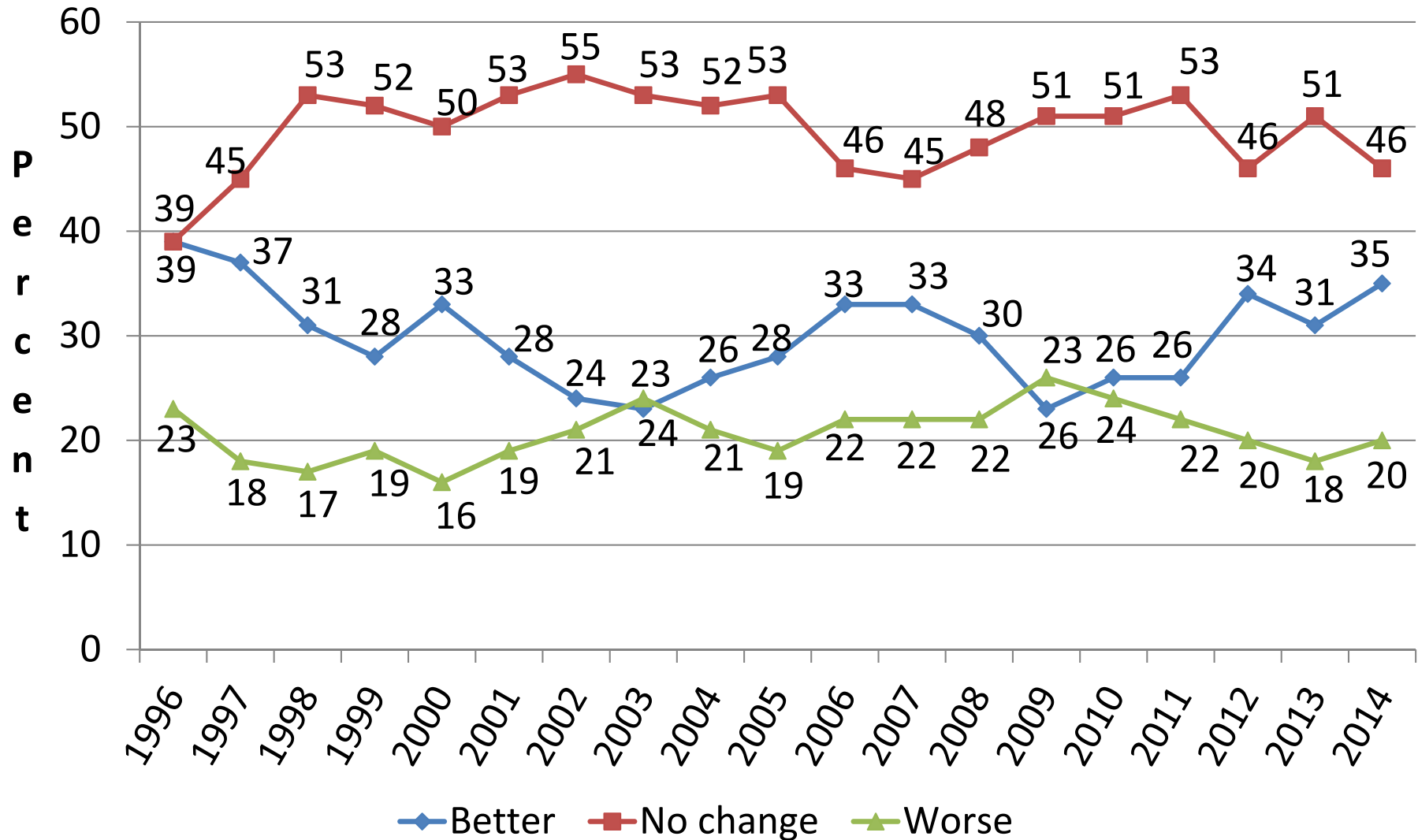
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Rural Poll: Community Change

- Rural Nebraskans are more likely to say their community has changed for the better compared to last year.
- For most years, the percentage saying their community has changed for the better has been greater than the percentage saying it changed for the worse.

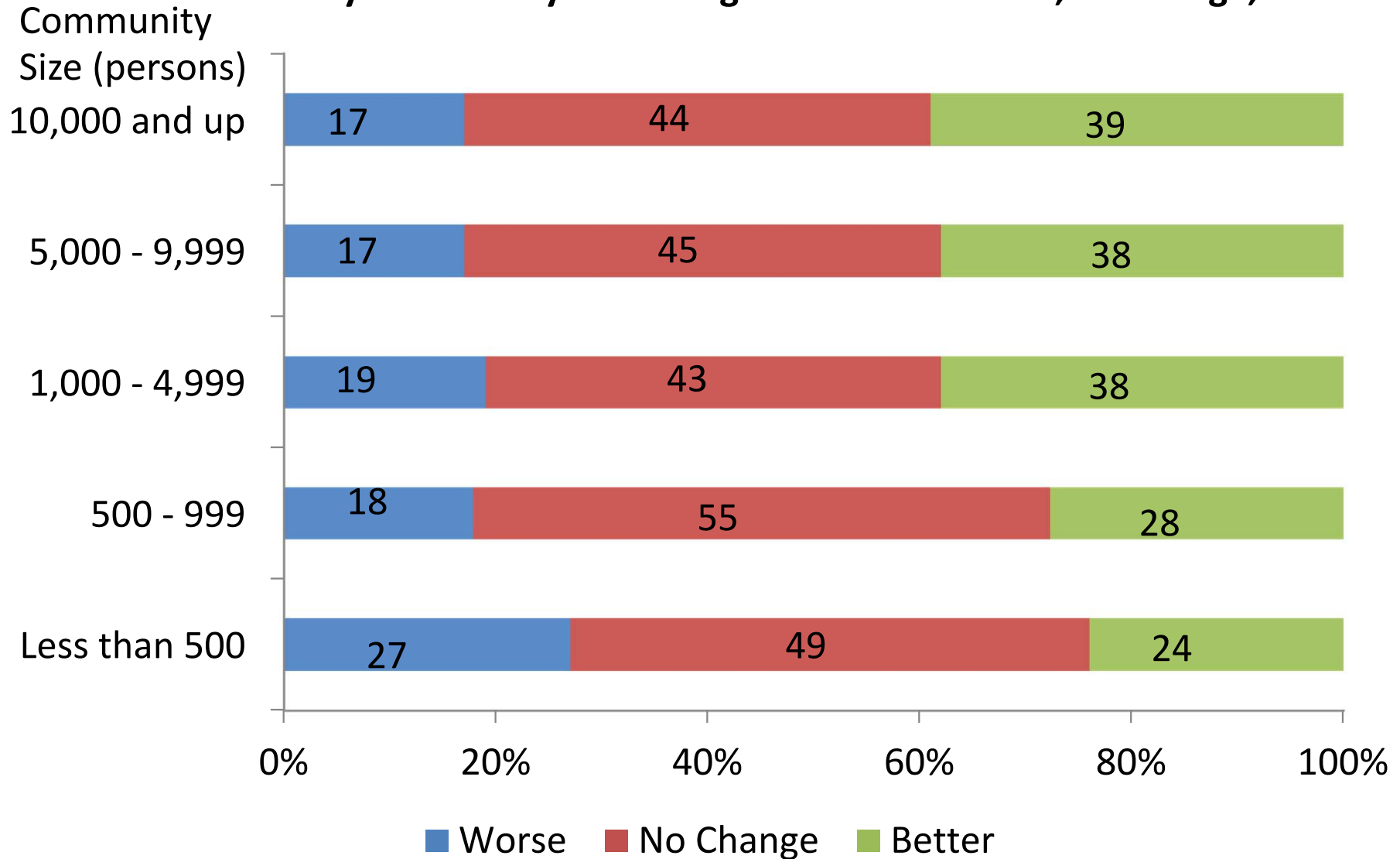
Rural Poll: Community Change: 1996 – 2014

When you think about this past year, would you say:
My community has changed for the ... worse, no change, better?



2014 Rural Poll: Community Change in the Past Year by Community Size

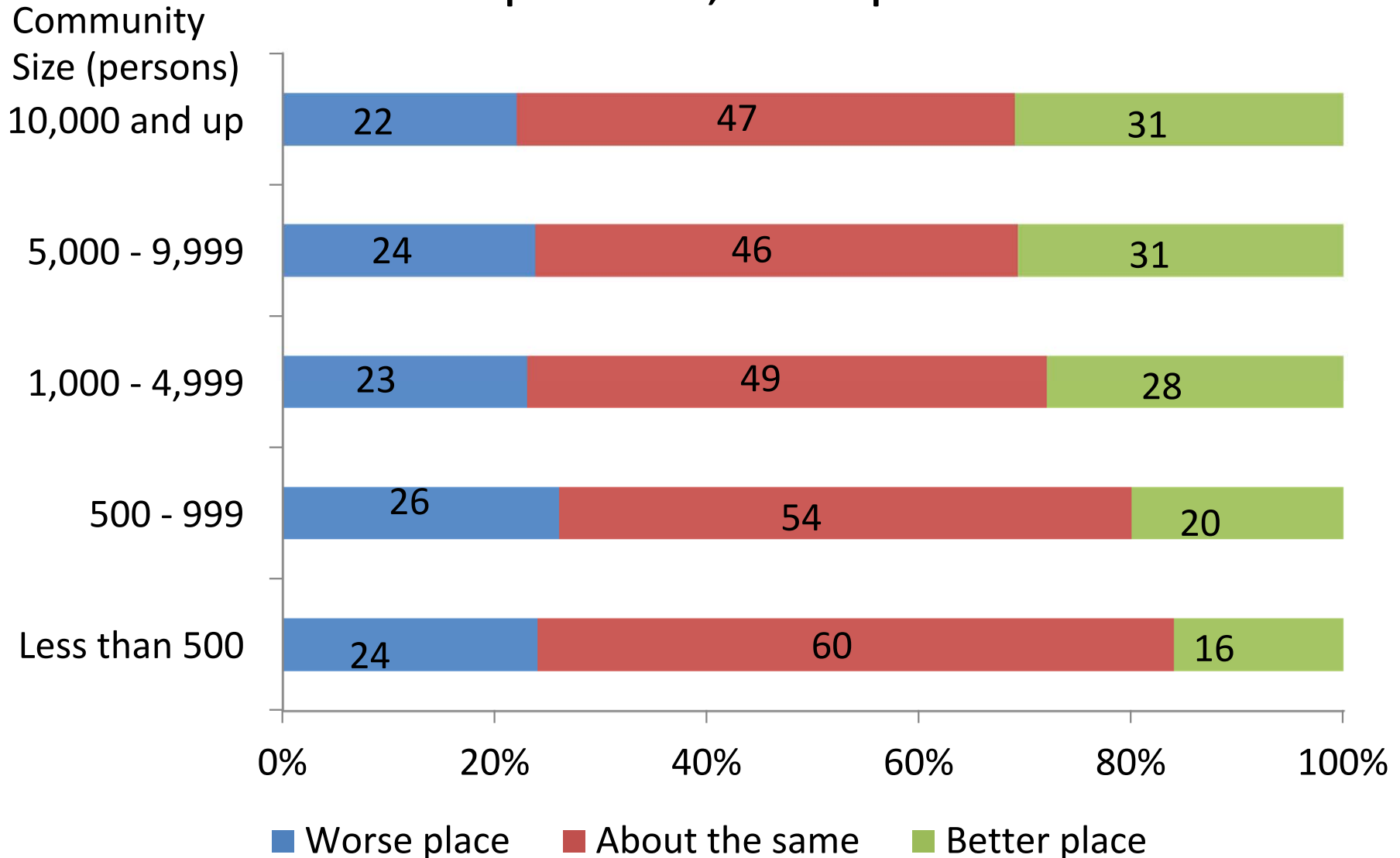
When you think about this past year, would you say:
My community has changed for the ... worse, no change, better?



Note: Differences were statistically significant at the 99% level of confidence. Among all rural poll respondents: 20% stated worse place, 46% about the same and 35% stated better place.

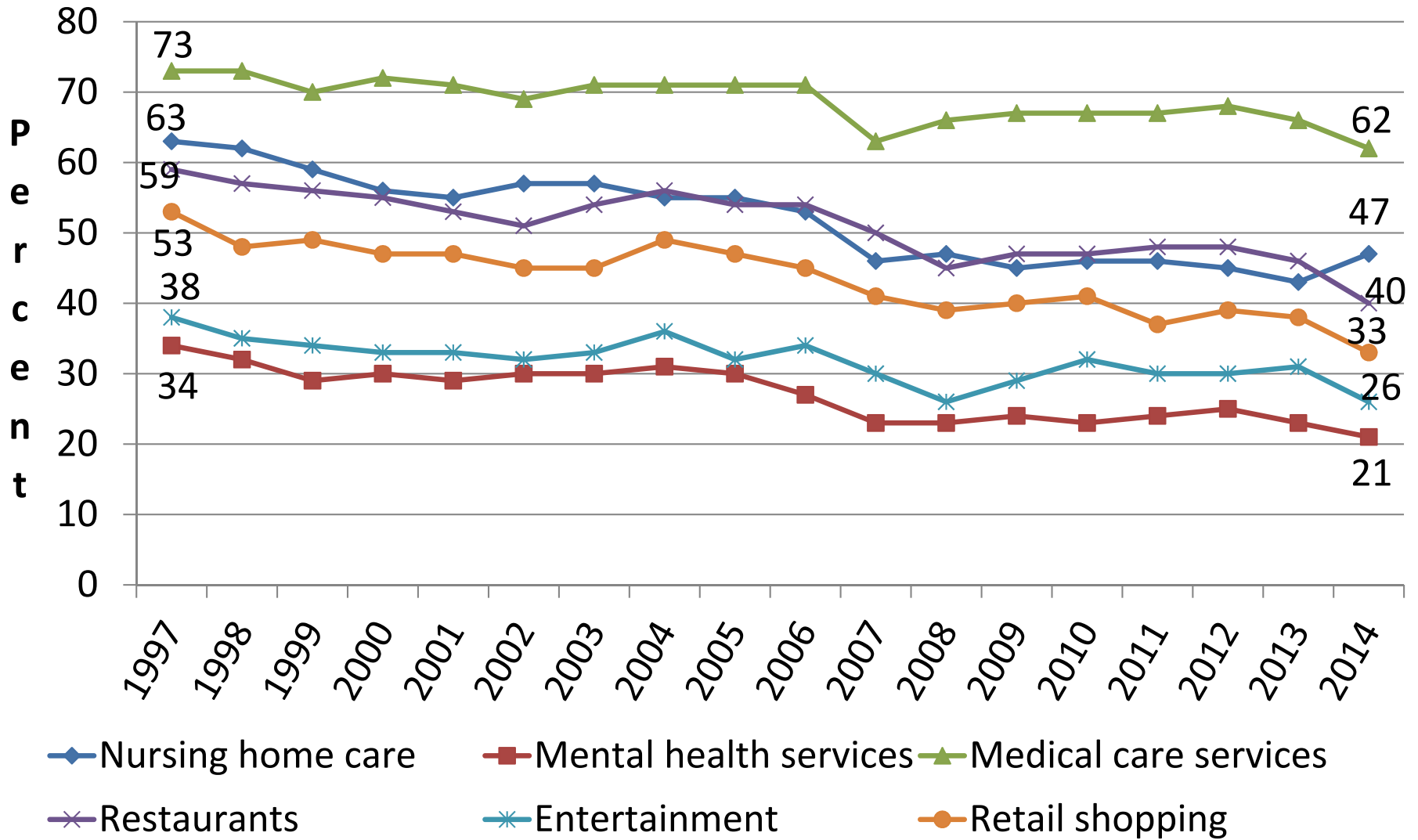
2014 Rural Poll: Expected Community Change by Community Size

Do you think that in ten years from now your community will be a worse place to live, a better place or about the same?



Note: Differences were statistically significant at the 99% level of confidence. Among all rural poll respondents: 23% stated worse place, 50% about the same and 27% stated better place.

Rural Poll: Satisfaction with Community Services: 1997– 2014



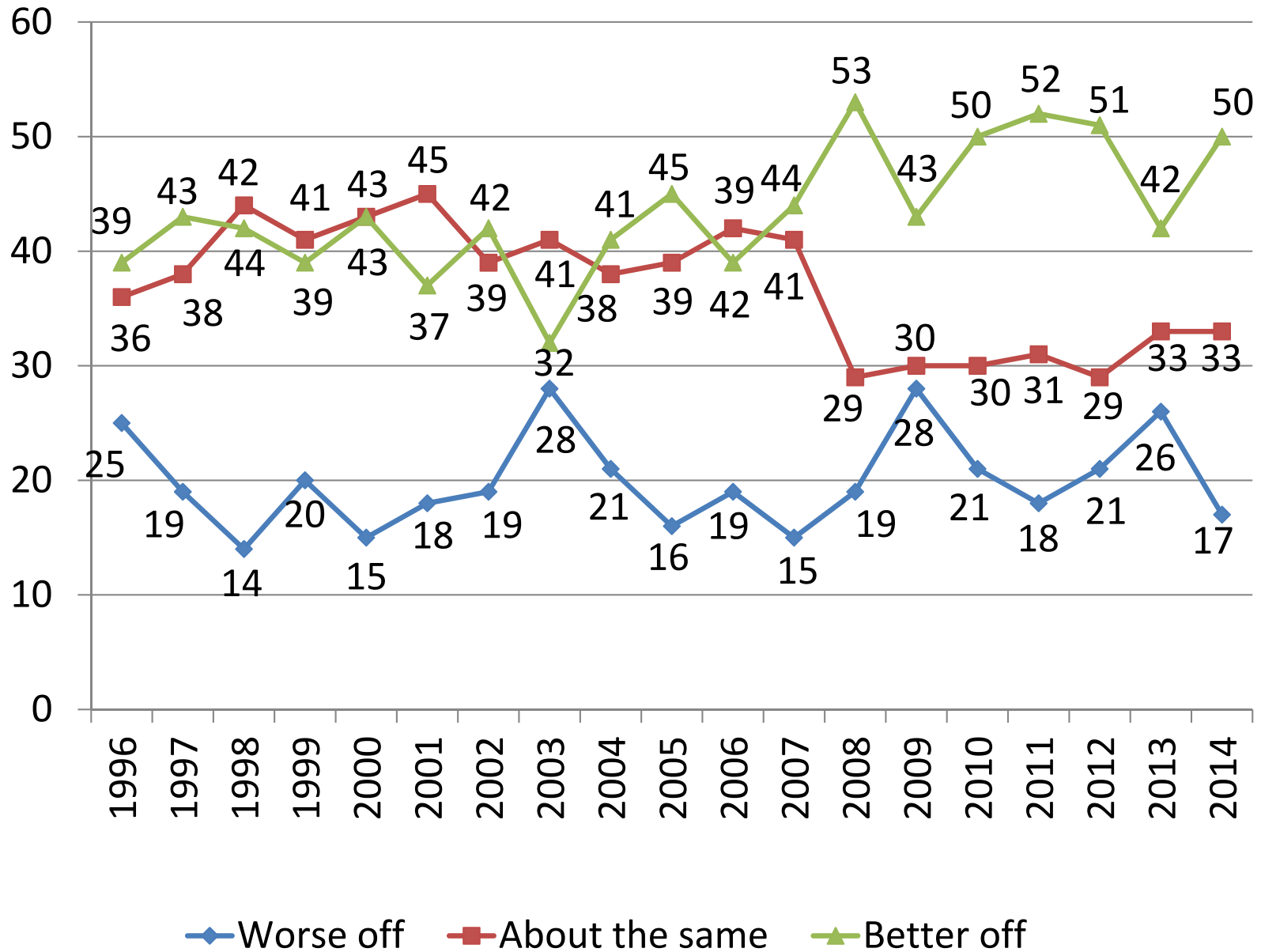
Rural Poll: General Well-Being

- Rural Nebraskans have generally given positive reviews about their current situation.
 - Each year, the proportion saying they are better off than they were five years ago has been greater than the proportion saying they are worse off than they were five years ago.
- Similarly, they have always been optimistic about their future.
 - The proportion saying they will be better off ten years from now has always been greater than the proportion saying they will be worse off ten years from now.

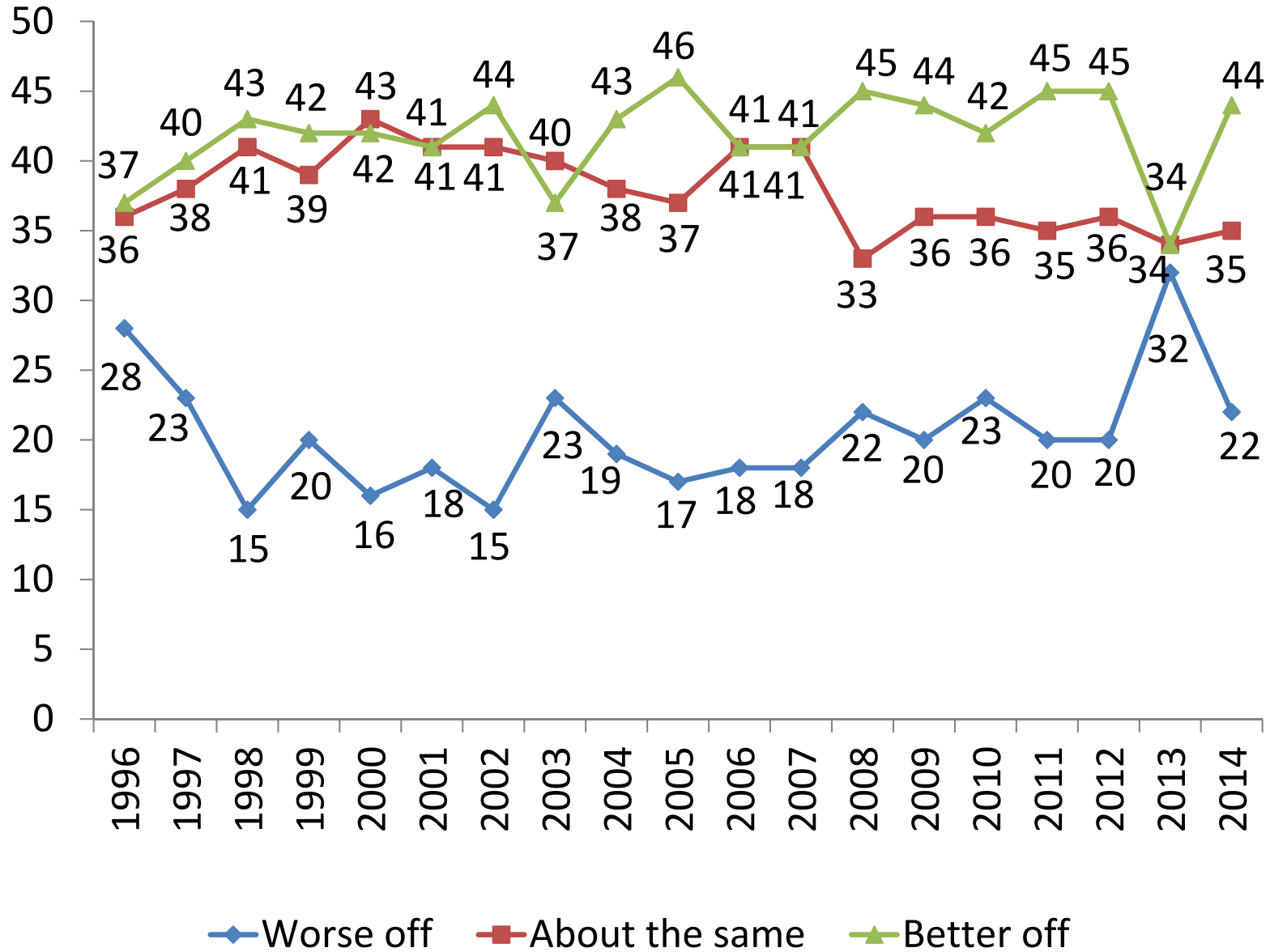
Rural Poll: Optimism Increased This Year

- Rural Nebraskans are more positive about their current situation compared to last year.
- Rural Nebraskans' outlook on their future is much more positive this year compared to last year.

Rural Poll: Well-Being Compared to Five Years Ago: 1996 – 2014



Rural Poll: Well-Being Ten Years from Now: 1996 - 2014



2014 RURAL POLL VS. METRO POLL RESULTS ON ITEMS ASKED ANNUALLY “MAKING COMPARISONS”

THE 2014 NEBRASKA RURAL POLL



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THE 2014 NEBRASKA METRO POLL

A survey of residents in the Omaha and Lincoln metropolitan areas of Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington Counties



Please return your completed questionnaire in the enclosed envelope or mail to:
Nebraska Metro Poll Office • Center for Public Affairs Research
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Takeaways from the Comparisons of Items asked Annually

- Metro residents stated more often that they were “better off” regarding change in their community as well as in their personal life
- Metro residents were more positive on their outlook
 - How things will change in the next 10 years
 - Less often agreed that they were “powerless to control their life/future”
- Metro residents were much more satisfied than rural residents regarding “things to do”
 - Entertainment, Retail shopping, Arts/Cultural activities, Restaurants



Response percentages for recent and future community change; Metro residents gave more positive responses

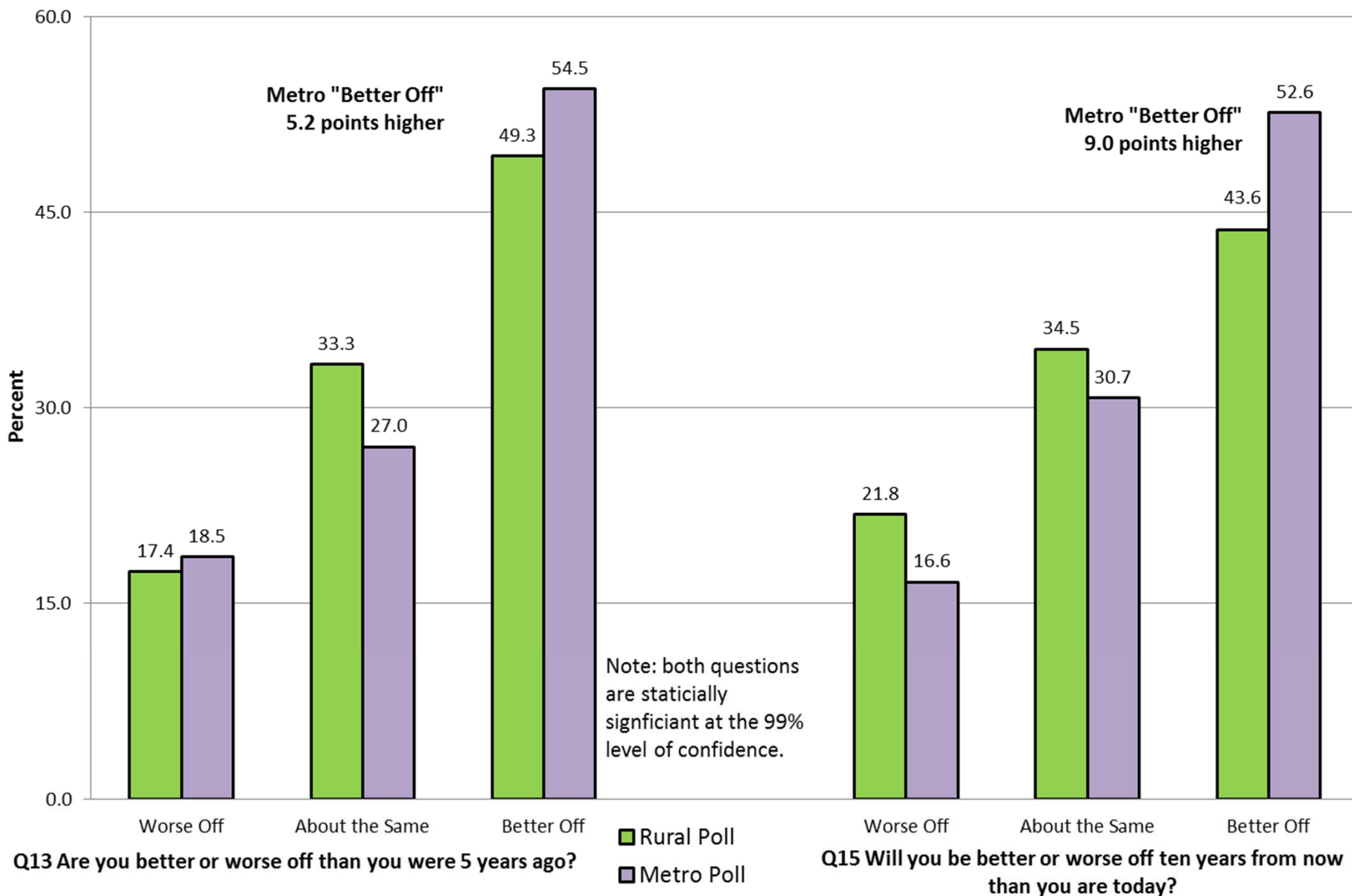
Q1 Community change during past year	Worse	No Change	Better
Rural Poll	19.5	45.9	34.7
Metro Poll	15.0	41.4	43.5
Difference (MP - RP)	-4.5	-4.5	8.8
Q2 Expected community change in 10 years	Worse Place	About the Same	Better Place
Rural Poll	23.0	50.4	26.6
Metro Poll	18.1	46.5	35.3
Difference (MP - RP)	-4.9	-3.9	8.7

Note: Differences between the polls for both questions were statistically significant at the 99% level of confidence.



Response percentages for personal change and outlook; Metro residents gave more positive responses

**"Better or Worse Off" versus 5 years ago and in 10 years from now:
2014 Metro and Rural Polls**

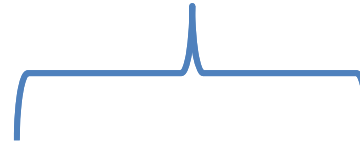


Response percentages for being “powerless to control own life/future”; Metro residents gave more positive responses

Disagreed with being “powerless”

Metro: 70%

Rural: 61%



Q4 My community is powerless to control its own future.	Strong Disagree	Disagree	Undecided	Agree	Strong Agree
Rural Poll	12.8	48.3	21.9	13.4	3.5
Metro Poll	18.4	52.0	17.4	10.3	1.9
Difference (MP - RP)	5.6	3.7	-4.5	-3.1	-1.6

Q17 ... most people are powerless to control their own lives.	Strong Disagree	Disagree	Undecided	Agree	Strong Agree
Rural Poll	14.2	36.2	17.3	25.8	6.6
Metro Poll	18.2	42.9	12.8	21.1	5.0
Difference (MP - RP)	4.0	6.7	-4.5	-4.7	-1.6



Disagreed with being “powerless”

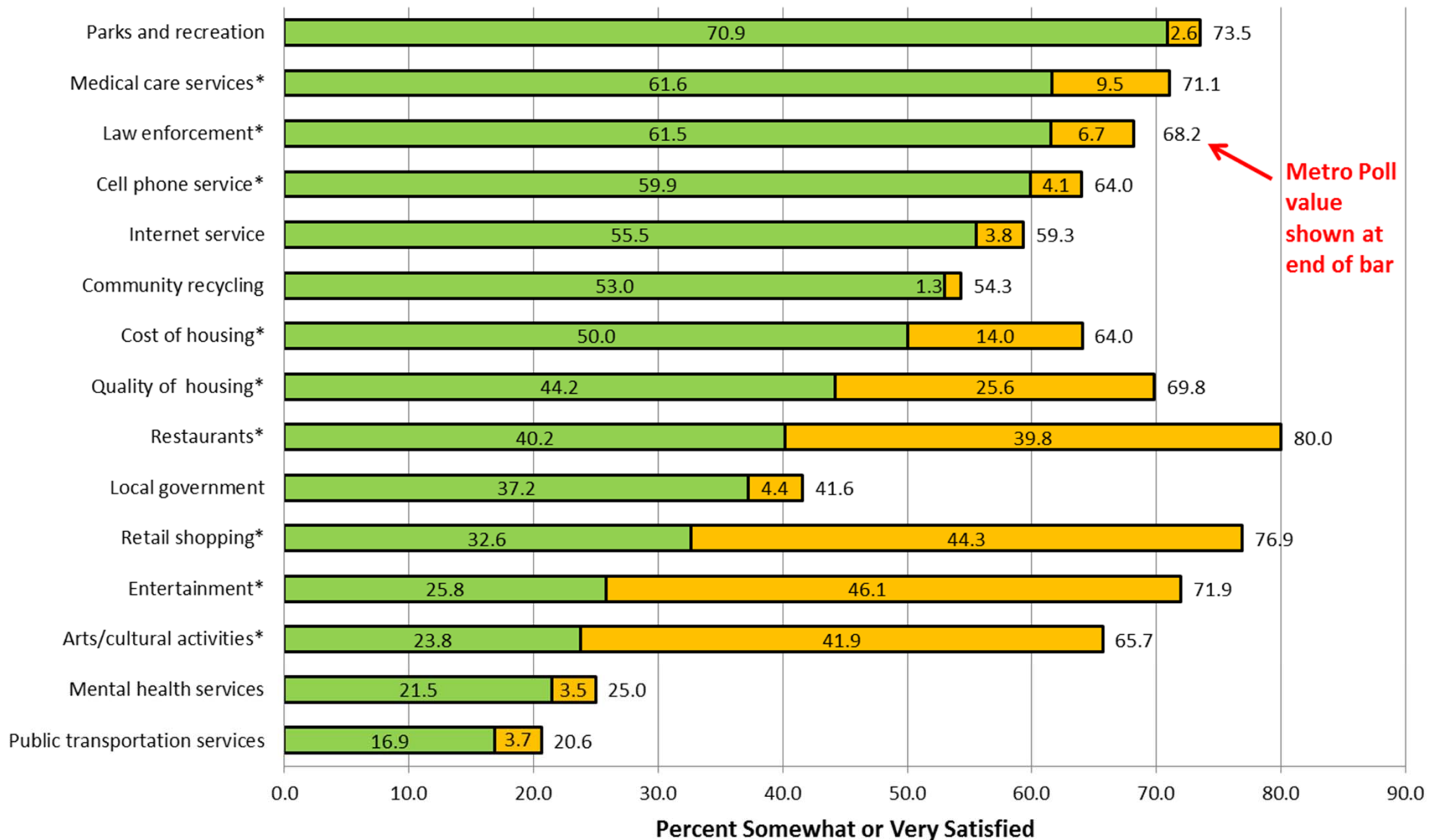
Metro: 61%

Rural: 50%

Note: Differences between the polls for both questions were statistically significant at the 99% level of confidence.

Graph showing satisfaction;
large yellow bars show big differences between the polls

Public Services and Community Amenities with Higher Satisfaction in Metro Areas: 2014 Metro and Rural Polls



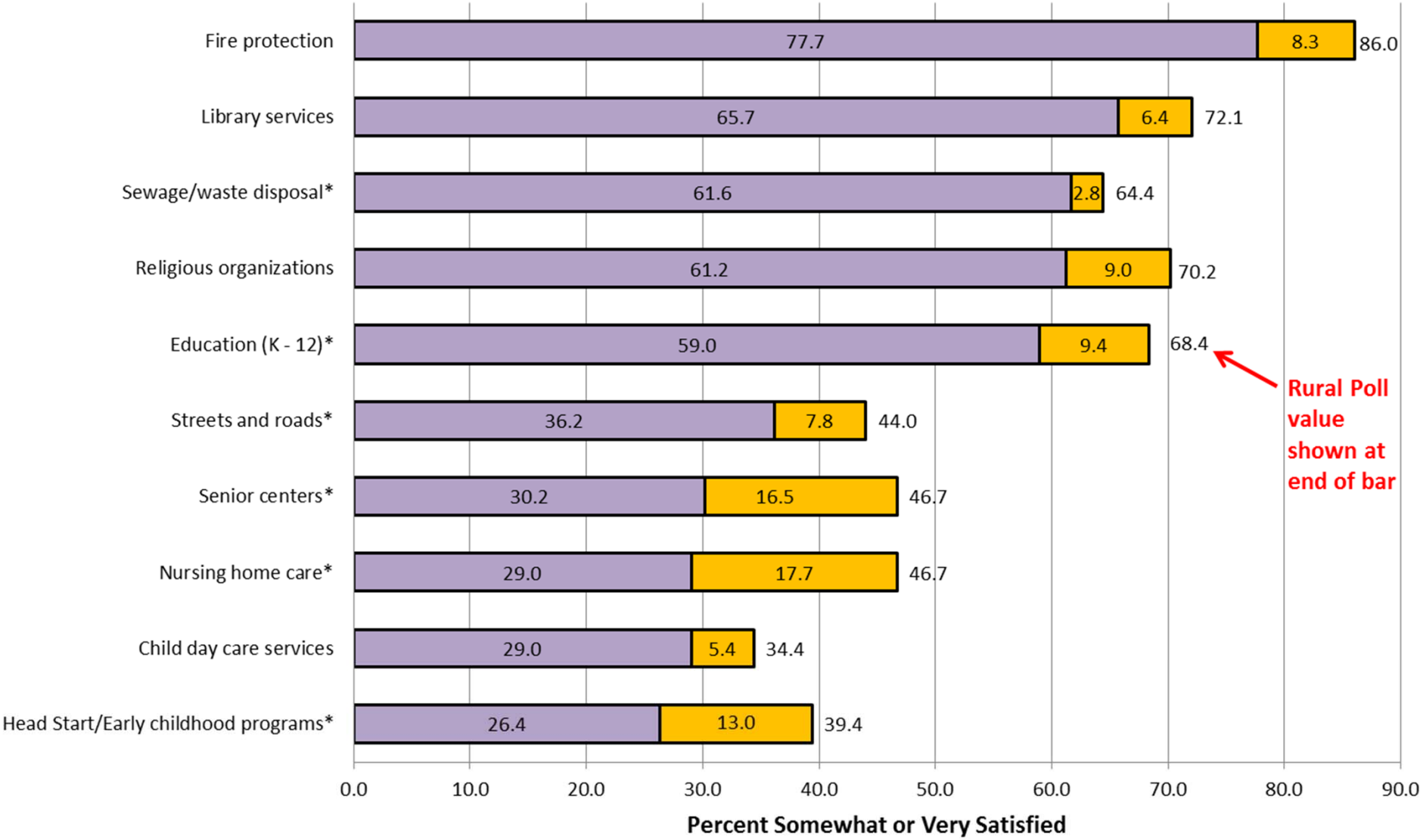
Metro Poll value shown at end of bar

* shows items where differences on satisfaction/dissatisfaction between the polls were statistically significant at the 95% level of confidence.

■ Rural Poll ■ Difference between Metro Poll and Rural Poll

Rural residents were relatively more satisfied with Nursing Home Care, Senior Centers, and Head Start/Early Childhood Programs

Public Services and Community Amenities with Higher Satisfaction in Rural Areas: 2014 Metro and Rural Polls



* shows items where differences on satisfaction/dissatisfaction between the polls were statistically significant at the 95% level of confidence.

■ Metro Poll ■ Difference between Rural Poll and Metro Poll

Response percentages for community aspects; Data from both polls are similar

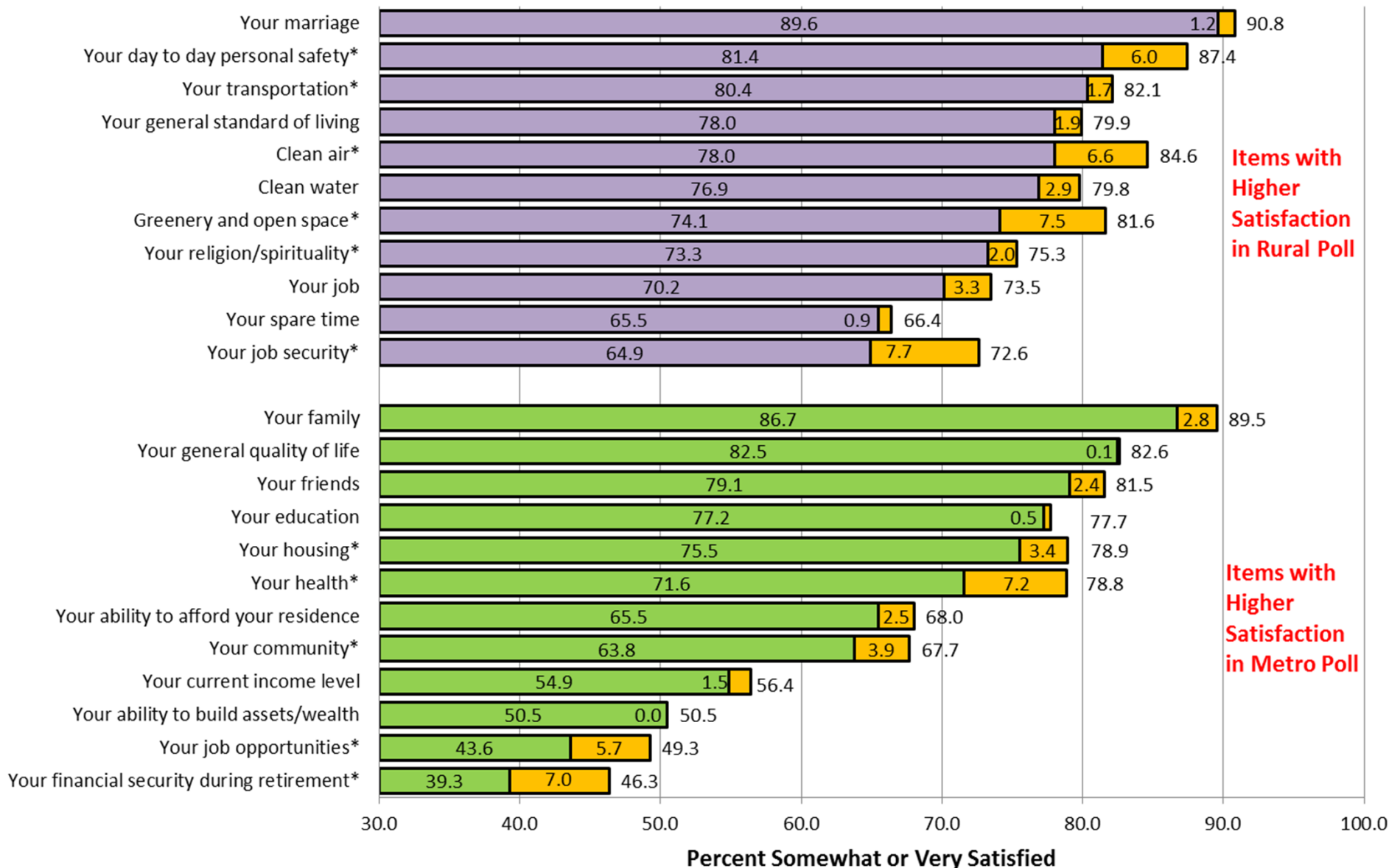
My community is ...	MP low response (1-3)	RP low response (1-3)	Difference	MP high response (5-7)	RP high response (5-7)	Difference	MP average response	RP average response	Difference
Unfriendly vs. Friendly (1-7)	7.0	8.1	-1.1	82.2	76.9	5.3	5.40	5.35	0.05
Distrusting vs. Trusting (1-7)	13.5	15.4	-1.9	66.6	64.4	2.2	4.93	4.90	0.03
Hostile vs. Supportive (1-7)	13.4	12.9	0.5	68.3	68.9	-0.6	4.98	5.05	-0.07
How easy or difficult would it be for your household to leave your community?									
Very Easy vs. Very Difficult (1-7)	33.7	31.0	2.7	52.4	55.0	-2.6	4.35	4.49	-0.14

Note: None of the differences between the polls in the above items were significantly significant at the 95% level of confidence.



Personal Satisfaction: Clean air and greenery/open space higher in Rural; Housing and Health higher in Metro; marriage, family, and friends similar

Satisfaction with "Aspects of Life": 2014 Metro and Rural Polls



* shows items where differences on satisfaction/dissatisfaction between the polls were statistically significant at the 95% level of confidence.

■ Rural Poll ■ Metro Poll ■ Difference between Polls

2014 RURAL POLL VS. METRO POLL RESULTS ON SAFETY & CRIME ITEMS “MAKING COMPARISONS”



Takeaways from the Comparisons of Crime-Related Items

- Almost all comparisons of differences in the values between the two polls were statistically significant
- Metro residents were much more worried about crime in their community as well as personally being a victim of crime
- Very few respondents in either area said the crime situation had changed for the better in the past few years
- Drugs were perceived as a problem in both areas; other crime aspects were perceived as problems more often in metro areas

Response percentages on crime worry; Metro residents were more worried about crime, both generally and personally

Q18a: How worried are you about crime in your community?	Not worried	Not very worried	Somewhat worried	Worried	Very worried	Not / Not very worried	Worried / Very worried	Low to High Worry Ratio
Rural Poll	13.3	37.6	33.0	11.7	4.4	50.9	16.1	3.16
Metro Poll	5.5	22.9	33.8	23.7	14.0	28.5	37.7	0.76
Difference (Metro - Rural)	-7.8	-14.7	0.8	12.0	9.6	-22.4	21.6	n/a
Q18a: How worried are you about personally being a victim of crime?	Not worried	Not very worried	Somewhat worried	Worried	Very worried	Not / Not very worried	Worried / Very worried	Low to High Worry Ratio
Rural Poll	17.5	45.0	25.7	8.9	2.9	62.5	11.8	5.30
Metro Poll	9.8	36.0	31.1	15.2	7.9	45.8	23.1	1.98
Difference (Metro - Rural)	-7.7	-9.0	5.4	6.3	5.0	-16.7	11.3	n/a

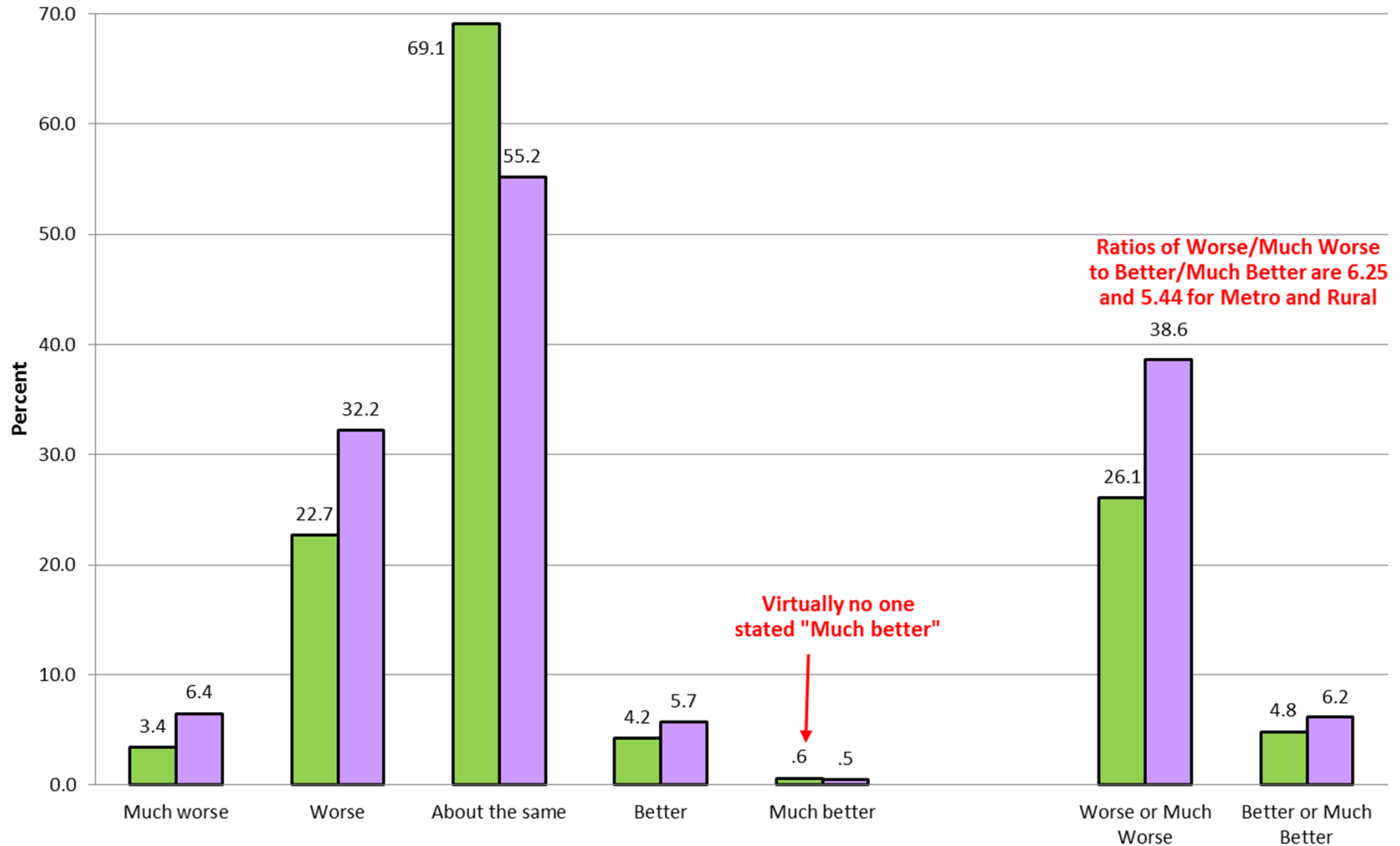
Note: Differences between the polls for both questions were statistically significant at the 99% level of confidence.

Being worried/very worried about crime was twice as high in metro areas.



Metro residents more often said the crime situation worsened in the past few years; very few Nebraskans said it got better

How has the crime situation changed in the past few years: 2014 Metro and Rural Polls

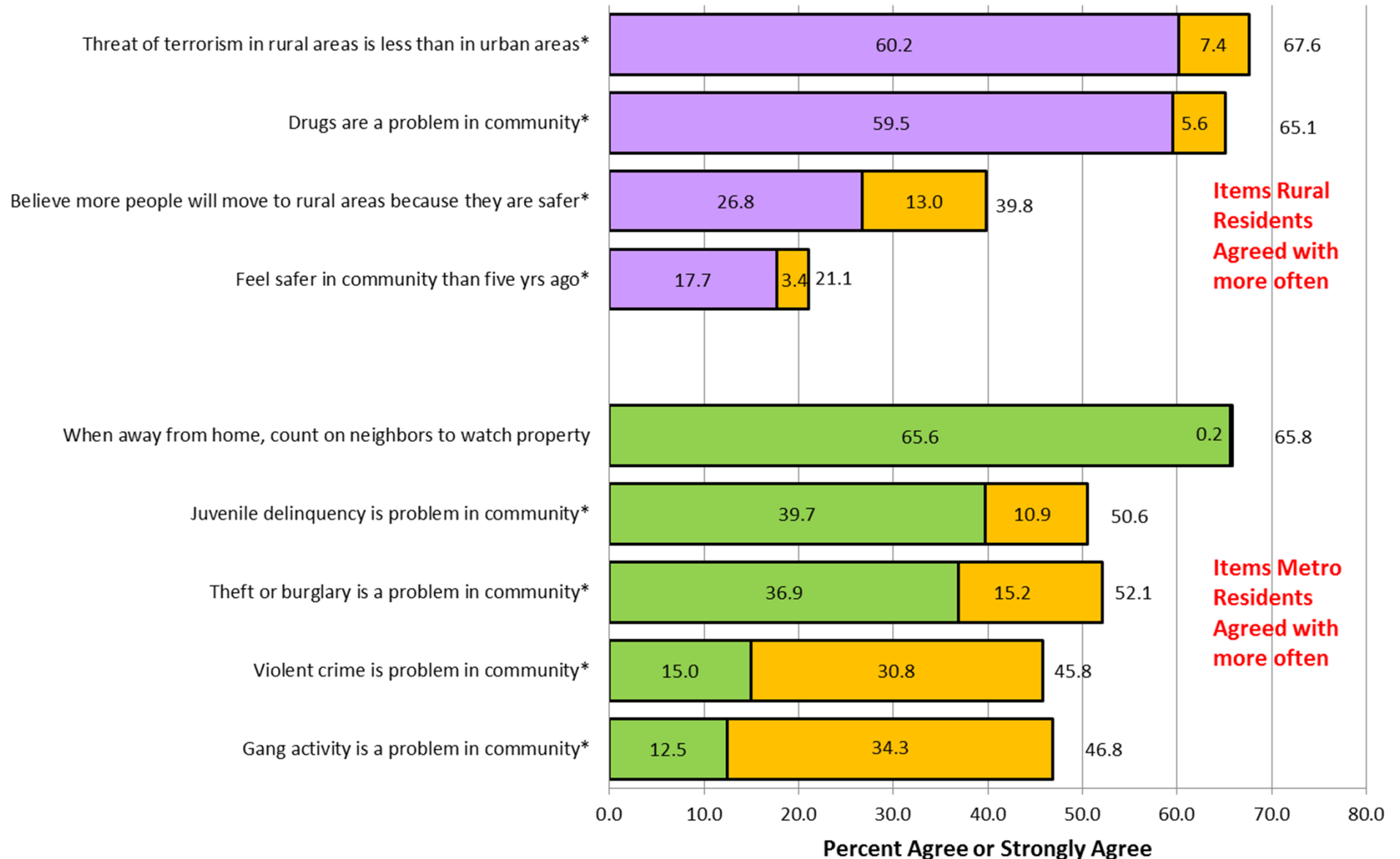


Note: differences between the polls for the 5 specific categories are statistically significant at the 99% level of confidence.

■ Rural Poll ■ Metro Poll

Various crime types were perceived as larger problems for metro communities, with drugs being a problem in both areas

Agreement with Crime-related Statements: 2014 Metro and Rural Polls

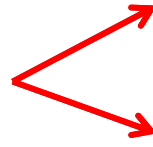


* shows items where differences in agreement between the polls were statistically significant at the 95% level of confidence.

■ Rural Poll
 ■ Metro Poll
 ■ Difference between Polls

Crime Occurrence as well as Actions Taken to Avert Crime were often Twice as High in Metro Areas

A sizeable portion of residents, especially in metros, are limiting activity due to crime.



Items Done in the Last 5 Years Because You Were Concerned about Crime			
Percent Saying Yes	Metro	Rural	Metro-Rural
Limited places or times you'll go by yourself*	48.8	25.1	23.7
Left residence lights on at night*	64.5	43.8	20.7
Improved home security*	48.2	32.5	15.7
Stayed inside house more often*	24.2	13.3	10.9
Moved to different community or neighborhood*	11.6	6.8	4.8
Avoided contact with people of another race*	9.7	6.0	3.7
Enrolled in self-defense class*	7.3	3.9	3.4
Have dog for protection	25.4	26.8	-1.4
Have gun for protection*	22.9	30.5	-7.6

Trespassing had highest occurrence in both polls and was only crime type not statistically different between the two areas.



"Have any of the following items happened during the past six months?"			
Percent Saying Yes	Metro	Rural	Metro-Rural
Someone trespassed on property	20.4	22.3	-1.9
Items stolen from location outside of residence*	18.4	11.0	7.4
Someone vandalized property*	13.3	8.2	5.1
Items kept outside of home were stolen*	12.4	10.1	2.3
Someone broke into home or another building*	6.6	3.9	2.7
Found attempted break in*	5.9	4.1	1.8
Vehicle was stolen or attempted stolen*	3.8	1.5	2.3

* indicates items where the value was statistically different between the polls at the 95% level of confidence

Overall Summary

- The two polls have the same methodology and questions to allow for direct comparisons
 - Each poll independently developed weights to make their respondents represent their area’s overall population on key statistics like age
- The data presented today are preliminary
- The time series of rural poll items shows a “recovery in community perception” as the economy has rebounded
- Rural residents’ satisfaction with several services and “things to do” has trended downward over time
- Metro poll respondents were generally more optimistic and satisfied with services but also more worried about crime
 - Relatively more metro residents took various actions due to crime (improved home security, etc.); the polls give us specific percentages and detail the differences between the areas