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Trust in Media, Institutions, and Health Information in Metropolitan Nebraska: 2021 Nebraska Metro Poll Results

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NEBRASKA METRO POLL

A Research Report

Trust in Media, Institutions and Health Information in Metropolitan Nebraska

2021 Nebraska Metro 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

Today, people have many different sources of news. However, Americans have been increasingly distrustful of media as of late. And, their confidence in other institutions had declined this year after increasing slightly last year. This distrust can be especially problematic in health emergencies like the current pandemic. Given all this, how much do metropolitan Nebraskans trust various information sources? How much confidence do they have in various government institutions and systems? What information sources do they trust for information on the coronavirus? Which entity do they think should be the primary authority for public health decisions? This paper provides a detailed analysis of these questions.

This report details 1,305 responses to the 2021 Nebraska Metro Poll, a survey to understand metropolitan Nebraskans' perceptions. Respondents were asked a series of questions about their trust in media, institutions and health information. In addition, comparisons are made among different respondent subgroups, that is, comparisons by age, occupation, region, etc. Based on these analyses, some key findings emerged:

- **Overall, most metropolitan Nebraskans have confidence in their local institutions (public safety agencies in their community, public schools in their community, and voting and election systems in their county). However, many have very little confidence in many national institutions (the U.S. Senate, the U.S. House of Representatives and the Presidency) as well as the Governor.** Over one-half of metropolitan Nebraskans have quite a lot or a great deal of confidence in public safety agencies in their community (75%), voting and election systems in their county (67%), and public schools (K – 12) in their community (66%). On the other hand, at least four in ten metropolitan Nebraskans have very little confidence in the following national and state institutions: the U.S. Senate (49%), U.S. House of Representatives (47%), the Presidency and executive branch of government (41%) and the Governor and state executive branch (41%).
 - ✓ *Younger persons are more likely than older persons to have confidence in the voting and election systems across the nation.* Over one-half of persons age 19 to 39 (54%) have quite a lot or a great deal of confidence in the nation's voting and election systems, compared to just under four in ten persons age 65 or older.
 - ✓ *Persons living in or near smaller communities are more likely than persons living in or near larger communities to express confidence in their local public schools (K – 12).* Almost eight in ten persons living in or near communities with populations under 1,000 (77%) have quite a lot or a great deal of confidence in their local public schools, compared to six in ten persons living in or near communities with populations ranging from 5,000 to 9,999.
- **Metropolitan Nebraskans most trust information received from friends/family/acquaintances, local news sources (TV and newspapers), public sources (PBS and public radio) and state newspapers. They least trust information from social networking sites, Internet blogs, and Fox News.** At least seven in ten metropolitan Nebraskans trust information from their local TV news (77%) and their friends, family or acquaintances (73%) either a great deal or quite a lot. At least one-

half of metropolitan Nebraskans do not trust at all information received from social networking sites (52%). Almost one-half do not trust at all information received from Internet news blogs (47%) or Fox News (46%).

- ✓ *Persons age 30 to 39 are the age group most likely to trust the information from newspapers (national, state and local), public radio and podcasts.* Just over seven in ten persons age 30 to 39 trust the information from state newspapers, compared to just over one-half of persons age 19 to 29.
- ✓ *Information received from social media sites is most trusted by both persons with production, transportation, or warehousing positions as well as persons with food service or personal care occupations.* Just over one-quarter of persons with these types of occupations trust information from social media sites either some or a lot, compared to approximately six percent of persons with occupations in agriculture or construction, installation or maintenance occupations.
- **Most metropolitan Nebraskans trust local health professionals for reliable information on the coronavirus.** Over nine in ten (92%) trust their doctor or other health care professional either some or a lot and just over three-quarters (78%) trust their local health department for reliable information on the coronavirus. At least seven in ten trust the U.S. Centers for Disease Control (CDC) and state public health officials.
 - ✓ *Older persons are more likely than younger persons to trust the following sources: state government officials, state public health officials, local government officials, and their doctor or other healthcare professional.* As an example, just under two-thirds of persons age 65 and older (65%) trust state government officials either some or a lot to provide reliable information on the coronavirus, compared to one-third (33%) of persons age 19 to 29.
 - ✓ *Persons with higher education levels are more likely than persons with less education to trust the coronavirus information provided by the following: the WHO, the CDC, state public health officials, local government officials, their local health department, and their doctor or other health care professional.* Just over eight in ten persons with at least a four year college degree (82%) trust their local health department either some or a lot to provide reliable information on the coronavirus, compared to two-thirds (66%) of persons with a high school diploma or less education.
- **Most metropolitan Nebraskans favor having health professionals being the primary authority for public health decisions.** Just over four in ten (42%) support having local health departments being the primary authority for public health decisions while one-third (33%) favor having state health departments as the primary authority. Less than one in ten metropolitan Nebraskans think either local or state government should be the primary authority for public health decisions.
 - ✓ *Residents of the Lincoln metro area are more likely than residents of the Omaha metro area to say local health departments should be the primary authority for public health decisions during a public health emergency.* Almost one-half (49%) of Lincoln metro area residents prefer that local health departments be the primary authority, compared to 38 percent of residents of the Omaha metro area. Residents of the Omaha metro area are more likely than residents of the Lincoln metro area to prefer that state health departments be the primary authority.

Introduction

Today, people have many different sources of news. However, Americans have been increasingly distrustful of media as of late. And, their confidence in other institutions had declined this year after increasing slightly last year. This distrust can be especially problematic in health emergencies like the current pandemic. Given all this, how much do metropolitan Nebraskans trust various information sources? How much confidence do they have in various government institutions and systems? What information sources do they trust for information on the coronavirus? Which entity do they think should be the primary authority for public health decisions? This paper provides a detailed analysis of these questions.

This report details 1,305 responses to the 2021 Nebraska Metro Poll, a survey to understand metropolitan Nebraskans' perceptions. Respondents were asked a series of questions about media, institutions and health information.

Methodology and Respondent Profile

This study is based on 1,305 responses from Nebraskans living in seven counties in the state.¹ A self-administered questionnaire was mailed in April and May to 6,212 randomly selected households. Metropolitan counties that were included in the sample were Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington. The 14-page questionnaire included questions pertaining to well-being, community, pandemic impacts, and trust in

media, institutions and health information. This paper reports only results from the trust in media, institutions and health information section.

A 21% 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 manager approximately ten days later.
3. A reminder postcard was sent to those who had not yet responded 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 as well as similar data based on the entire metropolitan population of Nebraska (using the latest available data from the 2015 - 2019 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 metropolitan 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 metropolitan Nebraskans on the various issues presented in this report. The margin of error for this study is plus or minus three percent.

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 the Rural Poll sample. In addition, the Sioux City area metropolitan counties of Dixon and Dakota have also been included in

the Rural Poll sample since 2014. 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. Thus, the Metro Poll only surveyed the counties part of the Lincoln and Omaha metropolitan areas.

Since younger residents are typically 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 metropolitan counties in Nebraska (using U.S. Census figures from 2010).

The average age of respondents is 48 years. Sixty-nine percent are married (Appendix Table 1) and 85 percent live within the city limits of a town or village. On average, respondents have lived in Nebraska 36 years and have lived in their current community 21 years. Seventy-five percent are living in or near towns with populations of 20,000 or more. Ninety-nine percent have attained at least a high school diploma.

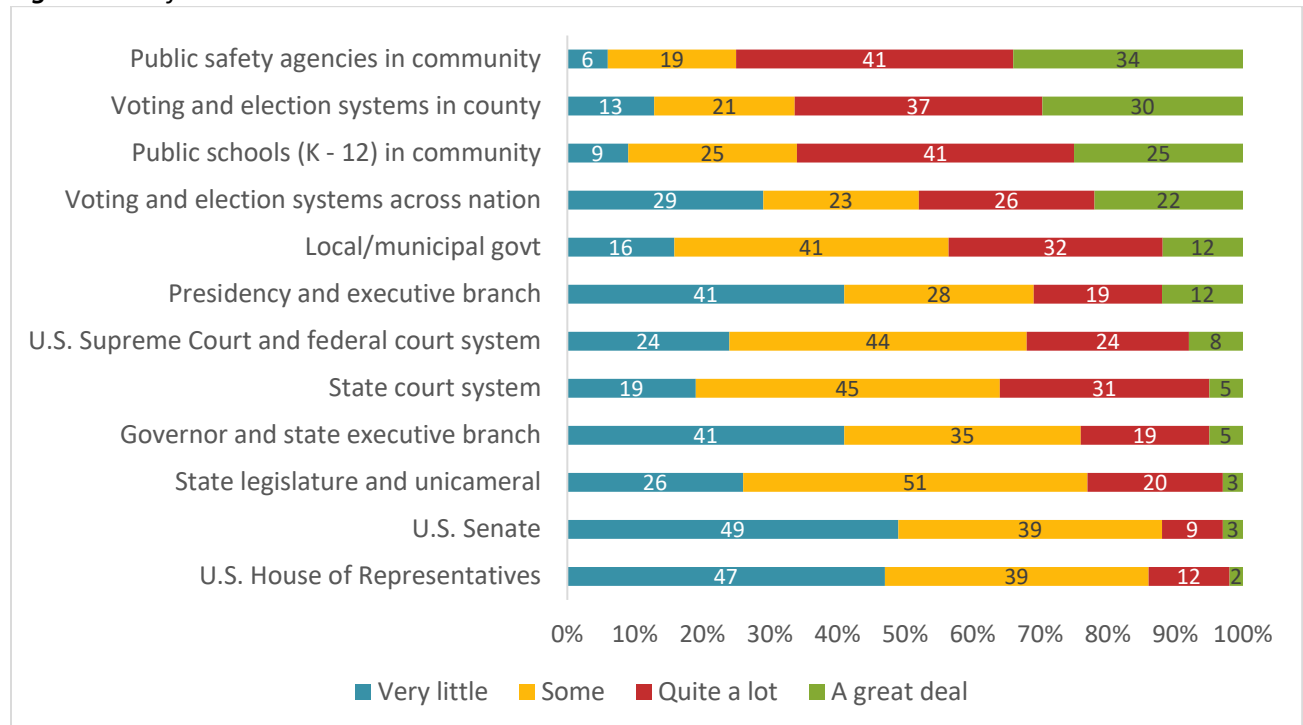
Thirteen percent of the respondents report their 2020 approximate household income from all sources, before taxes, as below \$40,000. Seventy-five percent report incomes over \$60,000. Eighty-one percent were employed in

2020 on a full-time, part-time, or seasonal basis. Fourteen percent are retired. Fifty-five percent of those employed reported working in a management, professional, or education occupation. Sixteen percent indicated they were employed in healthcare support or public safety occupations.

Confidence in Institutions

Respondents were asked to indicate how much confidence they have in a list of 12 institutions. Overall, most metropolitan Nebraskans have confidence in their local institutions (public safety agencies in their community, public schools in their community, and voting and election systems in their county). However, many have very little confidence in many national institutions (the U.S. Senate, the U.S. House of Representatives, and the Presidency) as well as the Governor. Over one-half of metropolitan Nebraskans have quite a lot or a

Figure 1. Confidence in Institutions



great deal of confidence in public safety agencies in their community (75%), voting and election systems in their county (67%), and public schools (K – 12) in their community (66%) (Figure 1). On the other hand, at least four in ten metropolitan Nebraskans have very little confidence in the following national and state institutions: the U.S. Senate (49%), U.S. House of Representatives (47%), the Presidency and executive branch of government (41%) and the Governor and state executive branch (41%).

Confidence in these institutions is examined by community size, region and various individual attributes (Appendix Table 2). Many differences emerge.

Persons with higher education levels are more likely than persons with less education to have quite a lot or a great deal of confidence in the Presidency and executive branch of government. Approximately one-third (34%) of persons with at least a four year college degree have quite a lot or a great deal of confidence in the Presidency and executive branch, compared to 16 percent of persons with a high school diploma or less education.

Other groups that are most likely to have quite a lot or a great deal of confidence in the Presidency include: persons living in or near the largest communities, persons age 30 to 64, and persons with management, professional or education occupations.

When looking at confidence with the U.S. Senate, certain groups are most likely to have *very little* confidence in it: persons age 19 to 29, males, and persons who have never married.

Similarly, many of those same groups are more likely than others to have *very little* confidence in the U.S. House of Representatives: persons age 19 to 29, males, persons with lower

education levels, persons who have never married, widowed persons, persons with occupations in agriculture and persons with construction, installation or maintenance occupations

Persons with the highest education levels are more likely than persons with less education to have quite a lot or a great deal of confidence in the U.S. Supreme Court and federal court system. Just over one-third of persons with at least a four year college degree (35%) have either quite a lot or a great deal of confidence in the federal court system, compared to less than one-quarter of persons with a high school diploma or less education.

Other groups most likely to have quite a lot or a great deal of confidence in the U.S. Supreme Court include: persons with the highest household incomes, persons age 40 to 49, and persons with construction, installation or maintenance occupations.

The groups most likely to have quite a lot or a great deal of confidence in the Governor and state executive branch of government include: persons with higher household incomes, persons age 65 and older, widowed persons and persons with food service or personal care occupations.

Persons with food service or personal care occupations are more likely than persons with different occupations to have confidence in the state legislature and unicameral. Just under one-half of persons with these types of occupations (45%) have quite a lot or a great deal of confidence in the state legislature and unicameral. In comparison, just six percent of persons with occupations in agriculture share the same opinion.

The other groups most likely to have a great

deal or quite a lot of confidence in the state legislature and unicameral include persons living in or near the smallest communities and persons with higher education levels.

Persons with higher household incomes are more likely than persons with lower household incomes to have confidence in the state court system. Just over four in ten persons with the highest household incomes (41%) have either quite a lot or a great deal of confidence in the state court system, compared to less than three in ten persons with the lowest household incomes (under \$40,000).

Other groups most likely to have quite a lot or a great deal of confidence in the state court system include: persons age 65 and older, males, persons with higher education levels, married persons, and persons with food service or personal care occupations.

Persons with higher education levels are more likely than persons with less education to have confidence in the voting and election systems in their county. Just over seven in ten persons with at least a four year college degree (71%) have quite a lot or a great deal of confidence in their county's voting and election systems, compared to just under one-half of persons with a high school diploma or less education (44%).

Other groups most likely to have quite a lot or a great deal of confidence in their county's voting and election systems include: persons living in or near the smallest communities, persons with higher household incomes, males, married persons, persons with food service or personal care occupations and persons with management, professional or education occupations.

Younger persons are more likely than older

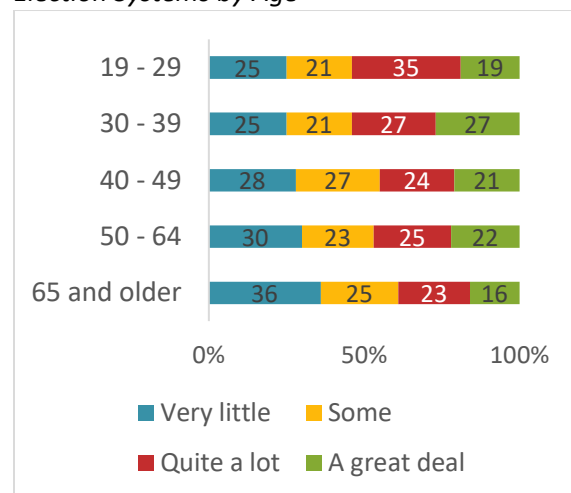
persons to have confidence in the voting and election systems across the nation. Over one-half of persons age 19 to 39 (54%) have quite a lot or a great deal of confidence in the nation's voting and election systems, compared to just under four in ten persons age 65 or older (Figure 2).

Other groups most likely to have quite a lot or a great deal of confidence in the nation's voting systems include: persons living in or near the smallest communities, persons with higher household incomes, persons with higher education levels, persons with sales or office support occupations and persons with management, professional or education occupations.

Older persons are more likely than younger persons to have confidence in their local/municipal government. Almost one-half of persons age 40 or older have quite a lot or a great deal of confidence in their local/municipal government, compared to less than three in ten persons age 19 to 29.

Other groups most likely to have quite a lot or a

Figure 2. Confidence in Nation's Voting and Election Systems by Age

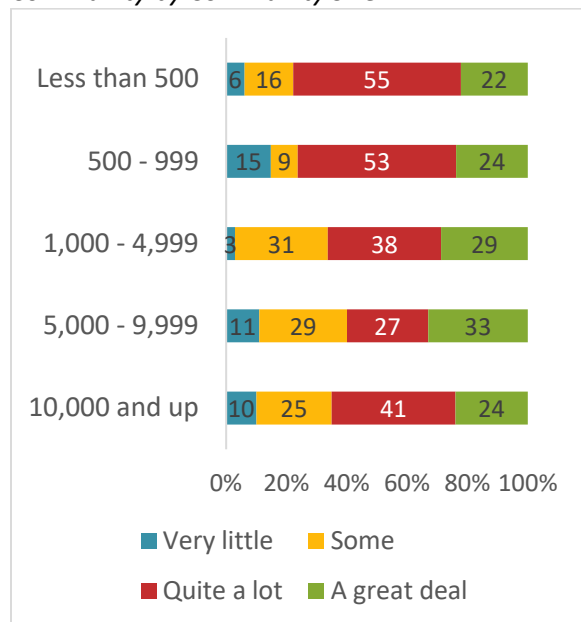


great deal of confidence in their local/municipal government include: persons with higher household incomes, males, persons with at least a four year college degree, married persons, widowed persons and persons with food service or personal care occupations.

Persons living in or near smaller communities are more likely than persons living in or near larger communities to express confidence in their local public schools (K – 12). Almost eight in ten persons living in or near communities with populations under 1,000 (77%) have quite a lot or a great deal of confidence in their local public schools, compared to six in ten persons living in or near communities with populations ranging from 5,000 to 9,999 (Figure 3).

Other groups most likely to have confidence in their local public schools (K – 12) include: persons with higher household incomes, persons age 30 to 39, females, persons with higher education levels, married persons and persons with construction, installation or

Figure 3. Confidence in Public Schools (K-12) in Community by Community Size



maintenance occupations.

The groups most likely to have quite a lot or a great deal of confidence in their public safety agencies in their community include: persons living in or near the smallest communities, persons living in the Lincoln metro area, persons with higher household incomes, persons age 50 and older, and persons with occupations in agriculture. When comparing responses by marital status, persons who have never married are the group *least* likely to express confidence in their public safety agencies in their community.

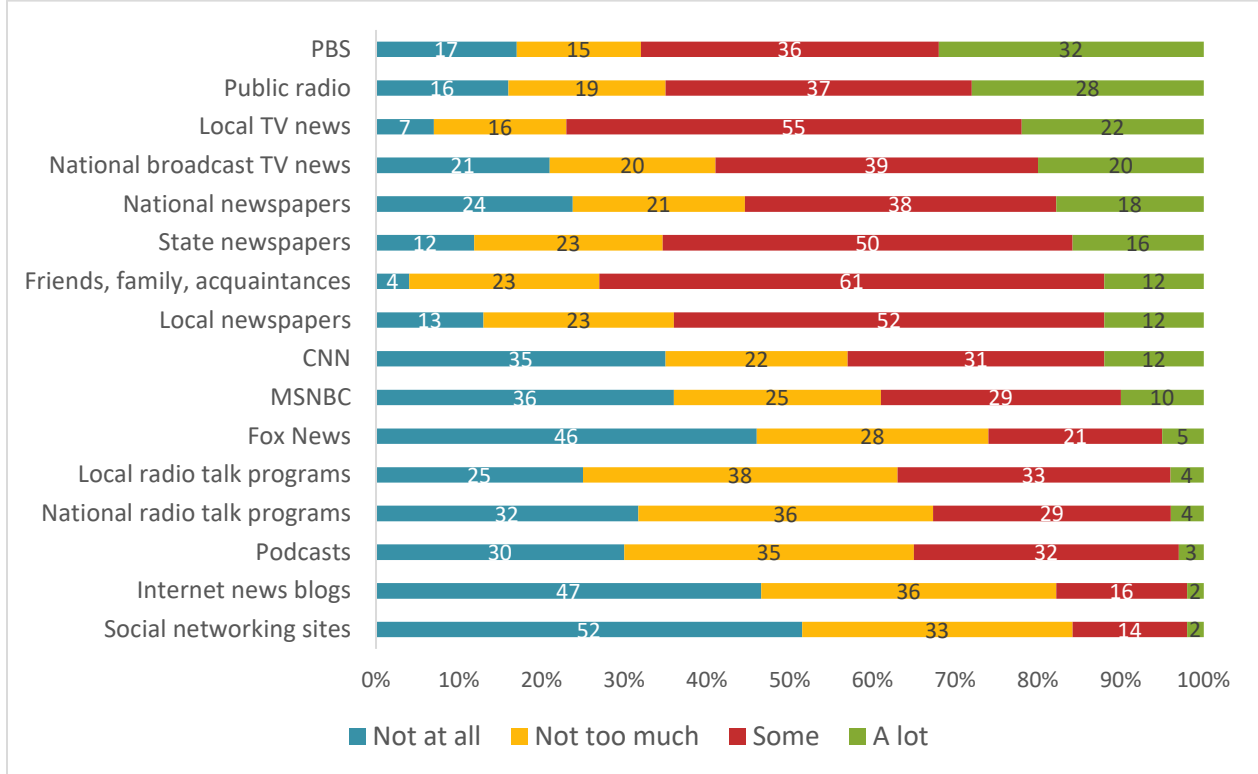
Trust in Media

Next, respondents rated how much they trust 16 sources of information. Metropolitan Nebraskans most trust information received from friends/family/ acquaintances, local news sources (TV and newspapers), public sources (PBS and public radio) and state newspapers. They least trust information from social networking sites, Internet news blogs, and Fox News. At least seven in ten metropolitan Nebraskans trust information from their local TV news (77%) and their friends, family or acquaintances (73%) either a great deal or quite a lot (Figure 4). At least one-half of metropolitan Nebraskans do not trust at all information received from social networking sites (52%). Almost one-half do not trust at all information received from Internet news blogs (47%) or Fox News (46%).

Trust in various information sources differs by community size, region and various individual attributes (Appendix Table 3).

Persons with lower household incomes are more likely than persons with higher incomes to trust information from social networking sites

Figure 4. Trust in Information Sources



and Internet news blogs. Conversely, persons with higher household incomes are generally more likely than persons with lower incomes to trust information they get from the following sources: PBS, local TV news, national newspapers, state newspapers, local newspapers, public radio, and podcasts.

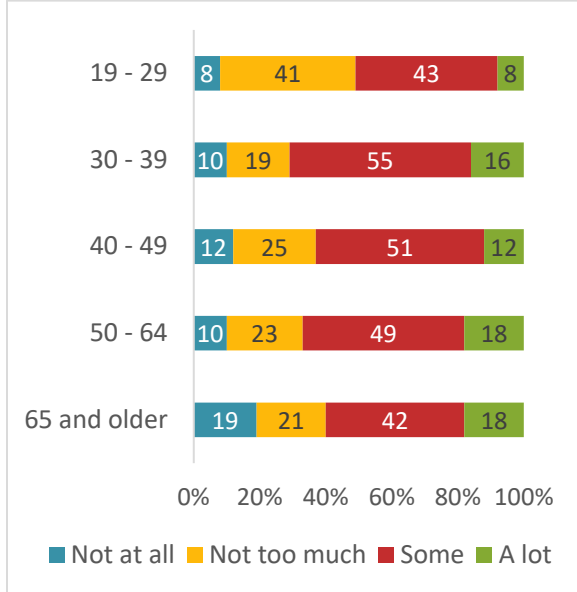
Older persons are more likely than younger persons to trust the information from Fox News, PBS, local TV news, local radio talk programs and friends/family/ acquaintances.

The youngest respondents are the age group most likely to trust information from social networking sites. Just over one-quarter of persons age 19 to 29 (27%) trust information from social networking sites either some or a lot, compared to approximately 13 percent of persons age 30 and older.

Persons age 30 to 39 are the age group most likely to trust the information from newspapers (national, state and local), public radio and podcasts. Just over seven in ten persons age 30 to 39 trust the information from state newspapers, compared to just over one-half of persons age 19 to 29 (Figure 5). Persons age 30 to 64 are the group most likely to trust information from both CNN and MSNBC.

Females are more likely than males to trust information either some or a lot from the following sources: CNN, MSNBC, national broadcast TV news, PBS, local TV news, national newspapers, state newspapers, local newspapers, public radio, national radio talk programs, and social networking sites. As an example, just over seven in ten females (72%) trust information from public radio either some or a lot, compared to 58 percent of males.

Figure 5. Trust in State Newspapers by Age



Persons with higher education levels are more likely than persons with less education to trust the following sources: CNN, MSNBC, national broadcast TV news, PBS, their local TV news, national newspapers, state newspapers, public radio, and podcasts. Just over six in ten persons with at least a four year college degree (61%) trust information from national newspapers either some or a lot, compared to just over four in ten persons with a high school diploma or less education (41%).

Widowed persons are more likely than other marital groups to trust information from Fox News. Persons who have never married are the group most likely to trust both national newspapers and podcasts as information sources. Persons who are divorced or separated are the group most likely to trust information from public radio.

When comparing responses by occupation, persons with the following types of occupations are most likely to trust information from both CNN and local TV news either some or a lot:

persons with management, professional or education occupations; persons with food service or personal care occupations; and persons with sales or office support occupations.

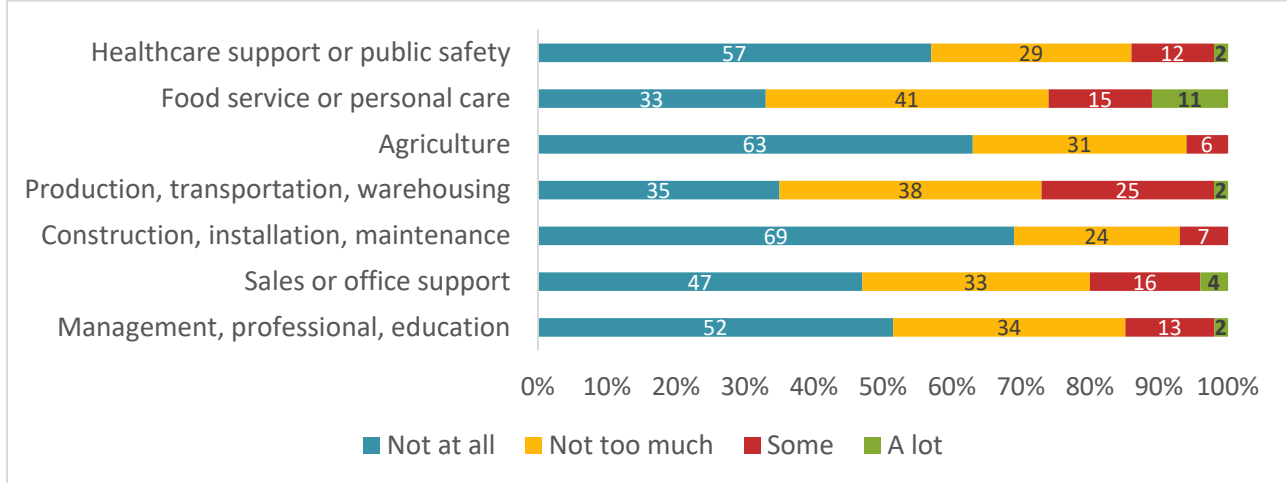
Persons with management, professional or education occupations are also the group most likely to trust information from national broadcast TV news, PBS, national newspapers, and public radio. Persons with healthcare support or public safety occupations are the group most likely to trust state newspapers as an information source.

Information from national radio talk programs is most trusted by persons with sales or office support occupations. Persons with food service or personal care occupations are the group most likely to trust information from MSNBC, local radio talk programs, and friends, family and acquaintances.

Information received from social media sites is most trusted by both persons with production, transportation, or warehousing positions as well as persons with food service or personal care occupations. Just over one-quarter of persons with these types of occupations trust information from social media sites either some or a lot, compared to approximately six percent of persons with occupations in agriculture or construction, installation or maintenance occupations (Figure 6).

Persons with production, transportation, or warehousing occupations are also the group most likely to trust information from Internet news blogs and join persons with sales or office support occupations as the groups most likely to trust information from podcasts either some or a lot.

Figure 6. Trust in Social Networking Sites by Occupation



Health Information

Next, respondents were asked two questions specifically about health information. They were first given a list of sources and asked how much they trust each to provide reliable information on the coronavirus.

Most metropolitan Nebraskans trust local health professionals for reliable information on the coronavirus. Over nine in ten (92%) trust their doctor or other health care professional either some or a lot and just over three-quarters (78%) trust their local health department for reliable information on the coronavirus (Figure 7). At least seven in ten trust the U.S. Centers for Disease Control (CDC) and state public health officials.

Trust in health information sources is examined by community size, region and various individual attributes (Appendix Table 4). Many differences emerge.

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

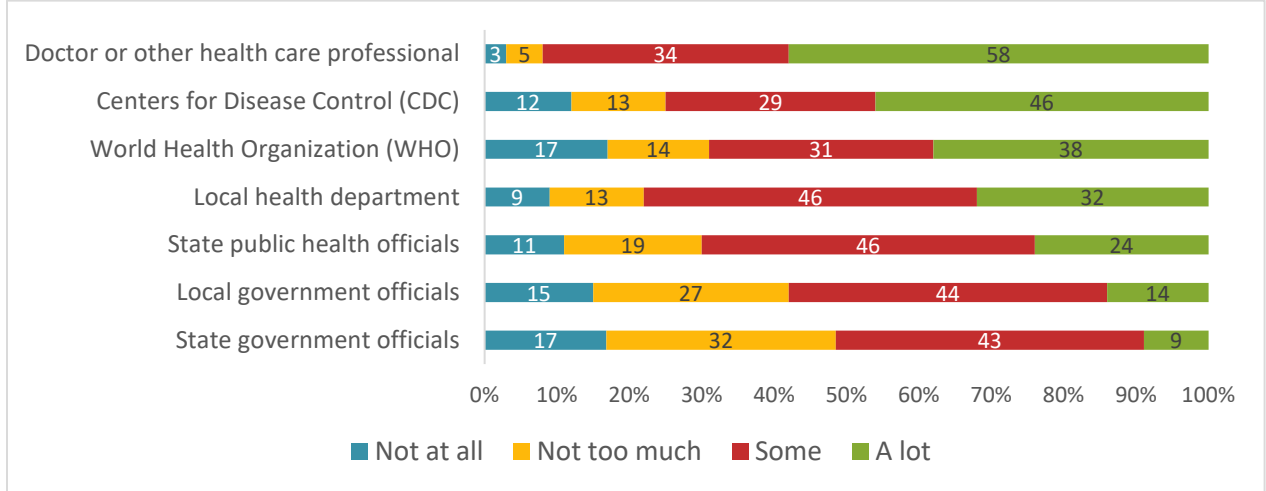
public health officials, local government officials and their local health department to provide reliable information on the coronavirus. Over seven in ten persons living in or near communities with populations less than 500 trust their local government officials some or a lot to provide reliable information on the coronavirus, compared to less than one-half of persons living in or near communities with populations ranging between 500 and 4,999.

Persons with higher household incomes are more likely than persons with lower incomes to trust both state and local government officials, state public health officials, and their local health department to provide reliable information on the coronavirus.

Younger persons are more likely than older persons to trust the WHO to provide reliable information on the coronavirus. Just over three-quarters of persons age 19 to 39 trust the WHO to provide reliable information, compared to just under six in ten persons age 65 and older.

Persons age 30 to 39 are the age group most likely to trust information from both the CDC

Figure 7. Sources Trust for Reliable Information on Coronavirus



and their local health department. Older persons are more likely than younger persons to trust the following sources: state government officials, state public health officials, local government officials, and their doctor or other healthcare professional. As an example, just under two-thirds of persons age 65 and older (65%) trust state government officials either some or a lot to provide reliable information on the coronavirus, compared to one-third (33%) of persons age 19 to 29.

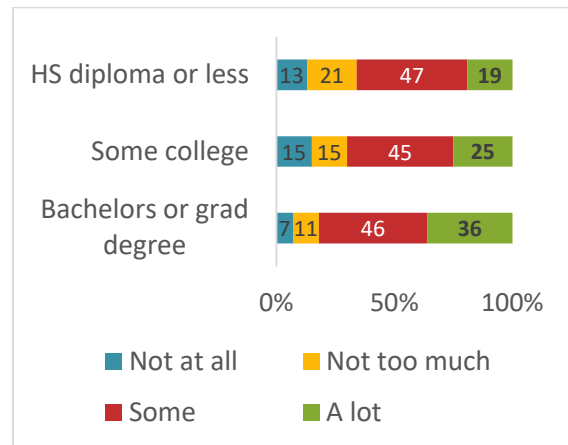
Females are more likely than males to trust the information from the WHO and the CDC. As an example, just over eight in ten females (81%) trust the CDC either some or a lot to provide reliable information on the coronavirus, compared to seven in ten males (70%).

Persons with higher education levels are more likely than persons with less education to trust the coronavirus information provided by the following: the WHO, the CDC, state public health officials, local government officials, their local health department, and their doctor or other health care professional. Just over eight in ten persons with at least a four year college degree (82%) trust their local health

department either some or a lot to provide reliable information on the coronavirus, compared to two-thirds (66%) of persons with a high school diploma or less education (Figure 8).

Persons who have never married are more likely than other marital groups to trust coronavirus information from the WHO. Widowed persons are the group most likely to trust information from their local government officials.

Figure 8. Trust in Coronavirus Information Provided by Local Health Department by Education Level



Persons with sales or office support occupations are more likely than persons with different occupations to trust the CDC and their doctor or other health care professional to provide reliable information on the coronavirus. Persons with food service or personal care occupations are the group most likely to trust information from state government officials.

Persons with construction, installation or maintenance occupations and persons with food service or personal care occupations are the groups most likely to trust their local health department for reliable information on the coronavirus.

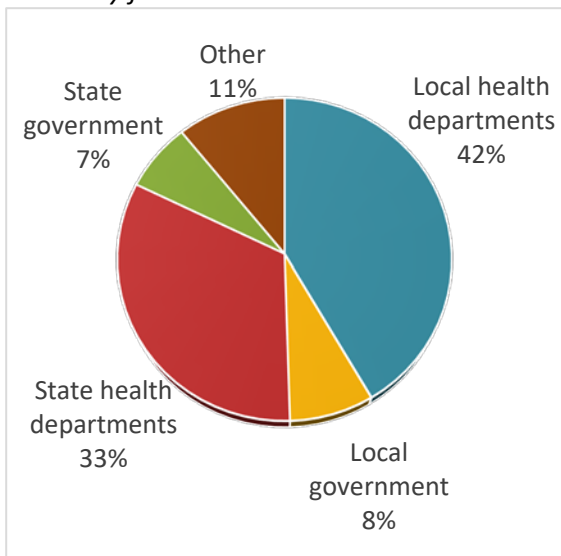
Finally, respondents were asked which entity should be the primary authority for public health decisions – like implementing directed health measures – during a public health emergency. Most metropolitan Nebraskans favor having health professionals being the primary authority for public health decisions. Just over four in ten (42%) support having local health departments being the primary authority for public health decisions while one-third

(33%) favor having state health departments as the primary authority (Figure 9). Less than one in ten metropolitan Nebraskans think either local or state government should be the primary authority for public health decisions.

The perceptions of which entity should be the primary authority for public health decisions during a public health emergency are examined by community size, region and individual attributes (Appendix Table 5). Many differences emerge.

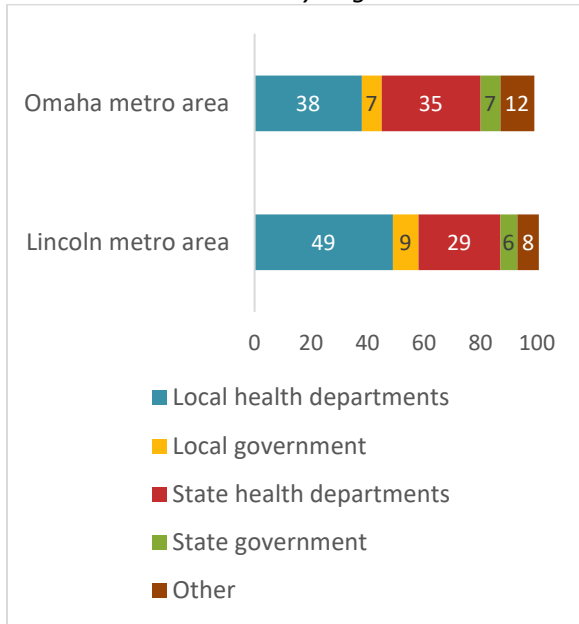
Persons living in or near the largest communities are more likely than persons living in or near smaller communities to prefer that local health departments be the primary authority for public health decisions. Over four in ten persons living in or near the largest communities (45%) prefer local health departments be the primary authority, compared to 21 percent of persons living in or near communities with populations ranging from 5,000 to 9,999. Persons living in or near communities with populations ranging from 1,000 to 9,999 are the groups most likely to say the state health department should be the primary authority for public health decisions.

Figure 9. Which Entity Should Be Primary Authority for Public Health Decisions



Residents of the Lincoln metro area are more likely than residents of the Omaha metro area to say local health departments should be the primary authority for public health decisions during a public health emergency. Almost one-half (49%) of Lincoln metro area residents prefer that local health departments be the primary authority, compared to 38 percent of residents of the Omaha metro area (Figure 10). Residents of the Omaha metro area are more likely than residents of the Lincoln metro area to prefer that state health departments be the primary authority.

Figure 10. Perceptions of Primary Authority for Public Health Decisions by Region



Females are more likely than males to say local health departments should be the primary authority for public health decisions during a public health emergency. Males are more likely than females to believe local government should be the primary authority.

Persons with construction, installation or maintenance occupations are more likely than persons with different occupations to believe local health departments should be the primary authority for public health decisions. Just over one-half (52%) of persons with these types of occupations say local health departments should be the primary authority. This same group as well as persons with occupations in agriculture are the groups most likely to say local government should be the primary authority.

Conclusion

Overall, most metropolitan Nebraskans have confidence in their local institutions (public

safety agencies in their community, public schools in their community, and voting and election systems in their county). However, many have very little confidence in many national institutions (the U.S. Senate, the U.S. House of Representatives and the Presidency) as well as the Governor.

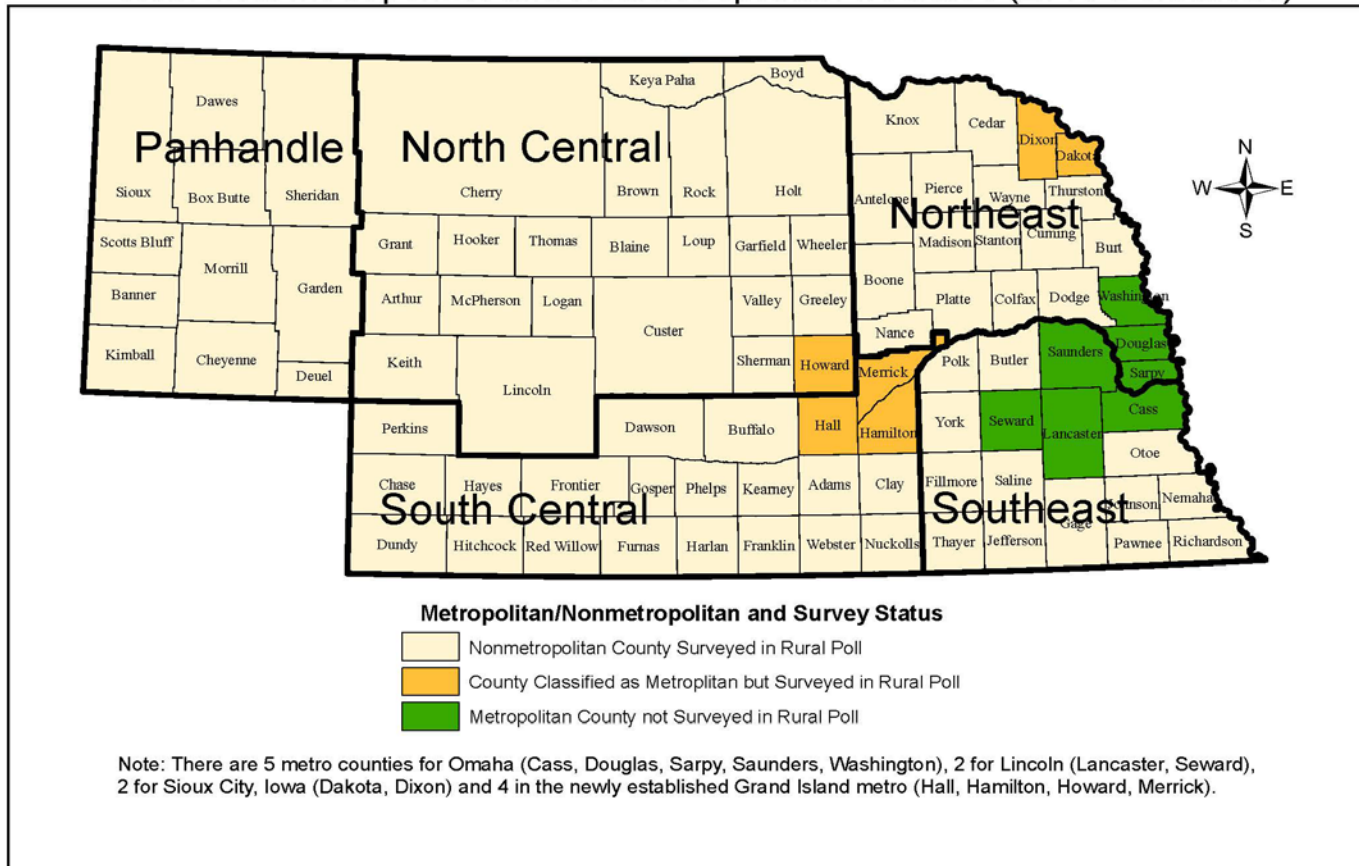
Metropolitan Nebraskans most trust information received from friends/family/acquaintances, local news sources (TV and newspapers), public sources (PBS and public radio) and state newspapers. They least trust information from social networking sites, Internet blogs, and Fox News.

Most metropolitan Nebraskans trust local health professionals for reliable information on the coronavirus. Over nine in ten trust their doctor or other health care professional either some or a lot and just over three-quarters trust their local health department for reliable information on the coronavirus. At least seven in ten trust the U.S. Centers for Disease Control (CDC) and state public health officials.

Most metropolitan Nebraskans favor having health professionals being the primary authority for public health decisions. Just over four in ten support having local health departments being the primary authority for public health decisions while one-third favor having state health departments as the primary authority. Less than one in ten metropolitan Nebraskans think either local or state government should be the primary authority for public health decisions.

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 Metro Poll Respondents¹ Compared to 2015 – 2019 American Community Survey 5 Year Average for Nebraska*

	<i>2021 Metro Poll</i>	<i>2015 - 2019 ACS</i>
Age : ²		
20 - 39	41%	41%
40 - 64	41%	41%
65 and over	18%	18%
Gender: ³		
Female	55%	51%
Male	46%	49%
Education: ⁴		
Less than 9 th grade	0.2%	3%
9 th to 12 th grade (no diploma)	1%	5%
High school diploma (or equiv.)	7%	23%
Some college, no degree	15%	25%
Associate degree	8%	9%
Bachelors degree	38%	23%
Graduate or professional degree	32%	12%
Household Income: ⁵		
Less than \$20,000	4%	12%
\$20,000 - \$39,999	9%	17%
\$40,000 - \$59,999	12%	16%
\$60,000 - \$74,999	12%	10%
\$75,000 - \$99,999	16%	14%
\$100,000 - \$149,999	24%	17%
\$150,000 - \$199,999	13%	7%
\$200,000 or more	10%	6%
Marital Status: ⁶		
Married	69%	55%
Never married	17%	27%
Divorced/separated	10%	13%
Widowed/widower	4%	5%

¹ Data from the Metro Poll has been weighted by age.

² 2015-2019 American Community Survey universe is metro population 20 years of age and over.

³ 2015-2019 American Community Survey universe is metro population 20 years of age and over.

⁴ 2015-2019 American Community Survey universe is metro population 18 years of age and over.

⁵ 2015-2019 American Community Survey universe is all metro households.

⁶ 2015-2019 American Community Survey universe is 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. Confidence in Institutions by Community Size, Region and Individual Attributes

	<i>Presidency and executive branch of government</i>				<i>Significance</i>	<i>U.S. Senate</i>				<i>Significance</i>
	<i>Very little</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>		<i>Very little</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>	
Total	41	28	19	12		49	39	9	3	
Community Size	(n = 1162)					(n = 1161)				
Less than 500	37	43	12	8		45	45	8	2	
500 - 999	50	32	9	9		59	21	21	0	
1,000 - 4,999	42	35	19	4		41	52	8	0	
5,000 - 9,999	54	18	19	8	$\chi^2 = 24.27^*$	54	35	10	1	$\chi^2 = 18.74$
10,000 and up	39	28	20	13	(.019)	49	39	9	3	(.095)
Region	(n = 1220)					(n = 1217)				
Lincoln metro area	40	29	21	10	$\chi^2 = 3.80$	50	38	9	3	$\chi^2 = 1.31$
Omaha metro area	42	28	17	12	(.284)	49	40	9	2	(.726)
Individual Attributes:										
<i>Household Income Level</i>	(n = 1137)					(n = 1135)				
Under \$40,000	42	27	19	13		50	39	8	4	
\$40,000 - \$74,999	41	29	19	12		57	31	9	3	
\$75,000 - \$99,999	37	33	21	9	$\chi^2 = 5.62$	43	46	9	2	$\chi^2 = 14.73$
\$100,000 and over	40	29	18	13	(.778)	47	41	10	2	(.099)
<i>Age</i>	(n = 1221)					(n = 1217)				
19 - 29	46	35	16	3		67	28	5	0	
30 - 39	35	34	20	12		45	40	12	3	
40 - 49	41	28	19	13		47	40	10	3	
50 - 64	44	23	19	14	$\chi^2 = 29.48^*$	47	43	7	3	$\chi^2 = 28.02^*$
65 and older	49	22	17	11	(.003)	54	37	8	1	(.005)
<i>Gender</i>	(n = 1199)					(n = 1197)				
Male	47	25	18	11	$\chi^2 = 13.13^*$	57	34	7	3	$\chi^2 = 25.89^*$
Female	37	32	19	12	(.004)	42	44	11	3	(.000)
<i>Education</i>	(n = 1191)					(n = 1187)				
High school diploma or less	50	35	10	6		52	41	4	3	
Some college	52	21	16	11	$\chi^2 = 31.58^*$	55	34	8	3	$\chi^2 = 9.76$
Bachelors or grad degree	37	30	21	13	(.000)	47	41	10	2	(.135)
<i>Marital Status</i>	(n = 1183)					(n = 1179)				
Married	40	30	18	12		49	40	10	2	
Never married	44	22	23	11		54	33	10	3	
Divorced/separated	38	29	18	15	$\chi^2 = 10.05$	44	44	5	7	$\chi^2 = 19.50^*$
Widowed	50	24	18	8	(.346)	49	43	6	2	(.021)
<i>Occupation</i>	(n = 970)					(n = 967)				
Mgt, prof or education	35	28	24	14		48	40	10	3	
Sales or office support	34	33	18	15		44	40	16	1	
Constrn, inst or maint	54	32	7	7		50	32	16	2	
Prodn/trans/warehsing	40	33	17	10		47	41	4	8	
Agriculture	65	29	0	6		63	38	0	0	
Food serv/pers. care	42	23	23	12		41	37	19	4	
Hlthcare supp/safety	47	31	15	8	$\chi^2 = 34.62^*$	48	45	7	1	$\chi^2 = 26.93$
Other	37	21	32	11	(.031)	45	40	10	5	(.173)

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

Appendix Table 2 continued.

	<i>U.S. House of Representatives</i>				<i>The U.S. Supreme Court and federal court system</i>					
	<i>Very little</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>	<i>Significance</i>	<i>Very little</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>	<i>Significance</i>
Total	47	39	12	2		24	44	24	8	
Community Size	(n = 1158)					(n = 1154)				
Less than 500	43	49	6	2		17	48	27	8	
500 - 999	53	27	21	0		32	29	35	3	
1,000 - 4,999	46	46	9	0		21	46	23	10	
5,000 - 9,999	50	35	13	2	$\chi^2 = 12.08$	34	35	27	5	$\chi^2 = 13.88$
10,000 and up	47	38	12	3	(.439)	24	45	24	8	(.309)
Region	(n = 1213)					(n = 1214)				
Lincoln metro area	45	41	12	3	$\chi^2 = 1.97$	26	43	23	8	$\chi^2 = 1.03$
Omaha metro area	48	37	12	2	(.578)	24	44	25	8	(.795)
Individual Attributes:										
<i>Household Income Level</i>	(n = 1131)					(n = 1131)				
Under \$40,000	49	36	12	4		33	37	25	6	
\$40,000 - \$74,999	52	31	13	3		34	40	19	6	
\$75,000 - \$99,999	41	44	15	1	$\chi^2 = 16.26$	23	48	23	7	$\chi^2 = 34.34^*$
\$100,000 and over	46	41	11	3	(.062)	19	45	27	10	(.000)
<i>Age</i>	(n = 1215)					(n = 1216)				
19 - 29	59	28	13	0		57	32	11	0	
30 - 39	39	42	16	3		22	44	23	11	
40 - 49	49	38	10	3		19	43	32	7	
50 - 64	48	41	9	3	$\chi^2 = 29.28^*$	22	46	25	7	$\chi^2 = 75.73^*$
65 and older	54	34	10	2	(.004)	23	44	26	8	(.000)
<i>Gender</i>	(n = 1192)					(n = 1193)				
Male	57	30	11	2	$\chi^2 = 40.45^*$	23	41	27	9	$\chi^2 = 7.33$
Female	39	46	13	3	(.000)	25	46	22	7	(.062)
<i>Education</i>	(n = 1184)					(n = 1184)				
High school diploma or less	52	42	6	1		36	42	18	4	
Some college	56	30	10	3	$\chi^2 = 20.96^*$	26	48	19	8	$\chi^2 = 15.89^*$
Bachelors or grad degree	43	41	13	2	(.002)	23	42	27	8	(.014)
<i>Marital Status</i>	(n = 1177)					(n = 1176)				
Married	46	40	12	2		22	44	26	8	
Never married	52	32	15	2		34	37	24	5	
Divorced/separated	44	42	6	8	$\chi^2 = 28.56^*$	22	49	20	9	$\chi^2 = 16.22$
Widowed	51	39	6	4	(.001)	27	42	25	6	(.062)
<i>Occupation</i>	(n = 966)					(n = 961)				
Mgt, prof or education	42	42	13	3		23	48	21	9	
Sales or office support	47	33	20	0		30	34	32	4	
Constrn, inst or maint	69	20	11	0		25	30	23	21	
Prodn/trans/warehsing	42	46	4	8		21	48	19	12	
Agriculture	69	13	19	0		44	44	13	0	
Food serv/pers. care	41	33	22	4		11	48	37	4	
Hlthcare supp/safety	47	45	7	1	$\chi^2 = 51.80^*$	27	40	31	2	$\chi^2 = 51.53^*$
Other	40	45	10	5	(.000)	26	47	21	5	(.000)

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

Appendix Table 2 continued.

	<i>Governor and state executive branch of government</i>				<i>Significance</i>	<i>State legislature and unicameral</i>				<i>Significance</i>
	<i>Very little</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>		<i>Very little</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>	
Total	41	35	19	5		26	51	20	3	
Community Size		(n = 1161)				Percentages				
Less than 500	39	25	33	4		27	39	33	2	
500 - 999	36	46	15	3		31	43	17	9	
1,000 - 4,999	29	49	20	3		22	63	11	4	
5,000 - 9,999	37	28	29	6	$\chi^2 = 25.92^*$	30	40	29	1	$\chi^2 = 23.31^*$
10,000 and up	44	35	17	5	(.011)	25	52	19	4	(.025)
Region		(n = 1219)				(n = 1217)				
Lincoln metro area	42	38	15	5	$\chi^2 = 6.61$	22	54	21	3	$\chi^2 = 5.79$
Omaha metro area	41	34	21	4	(.085)	28	49	19	4	(.123)
Individual Attributes:										
Household Income Level		(n = 1134)				(n = 1136)				
Under \$40,000	44	36	16	4		35	40	19	6	
\$40,000 - \$74,999	44	33	17	6		30	49	17	4	
\$75,000 - \$99,999	47	40	10	4	$\chi^2 = 18.95^*$	24	54	20	2	$\chi^2 = 20.68^*$
\$100,000 and over	39	35	22	4	(.026)	21	55	20	4	(.014)
Age		(n = 1221)				(n = 1220)				
19 - 29	65	29	3	3		49	40	11	0	
30 - 39	44	37	16	3		25	48	22	5	
40 - 49	38	36	23	3		23	57	18	2	
50 - 64	40	33	22	6	$\chi^2 = 59.91^*$	24	54	19	3	$\chi^2 = 40.22^*$
65 and older	29	37	26	8	(.000)	21	51	24	4	(.000)
Gender		(n = 1195)				(n = 1196)				
Male	41	33	21	5	$\chi^2 = 4.29$	27	49	20	3	$\chi^2 = 1.98$
Female	41	38	17	4	(.232)	24	53	20	3	(.577)
Education		(n = 1188)				(n = 1188)				
High school diploma or less	45	36	15	3		37	47	17	0	
Some college	40	37	18	6	$\chi^2 = 2.81$	33	46	18	3	$\chi^2 = 19.48^*$
Bachelors or grad degree	42	35	19	4	(.832)	22	53	20	4	(.003)
Marital Status		(n = 1178)				(n = 1180)				
Married	39	35	21	5		24	51	22	3	
Never married	55	30	13	3		34	47	17	3	
Divorced/separated	42	39	14	6	$\chi^2 = 23.63^*$	21	58	15	6	$\chi^2 = 16.15$
Widowed	31	41	25	4	(.005)	31	43	22	4	(.064)
Occupation		(n = 970)				(n = 970)				
Mgt, prof or education	45	34	16	4		24	54	19	3	
Sales or office support	46	40	12	2		28	54	15	4	
Constrn, inst or maint	40	32	25	4		28	40	26	5	
Prodn/trans/warehsing	39	39	17	6		17	60	15	8	
Agriculture	12	47	41	0		19	75	6	0	
Food serv/pers. care	19	37	41	4		15	41	41	4	
Hlthcare supp/safety	43	38	18	1	$\chi^2 = 36.17^*$	31	44	25	1	$\chi^2 = 33.40^*$
Other	58	26	11	5	(.021)	25	65	5	5	(.042)

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

Appendix Table 2 continued.

	<i>State court system</i>				<i>Significance</i>	<i>Voting and election systems in your county</i>				<i>Significance</i>
	<i>Very little</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>		<i>Very little</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>	
Total	19	45	31	5		13	21	37	30	
Community Size		(n = 1154)				Percentages				
Less than 500	22	43	31	4		10	13	46	31	
500 - 999	21	18	52	9		21	15	36	27	
1,000 - 4,999	13	53	33	1		10	32	43	15	
5,000 - 9,999	23	43	30	4	$\chi^2 = 17.94$	27	16	36	21	$\chi^2 = 38.55^*$
10,000 and up	20	45	30	6	(.118)	11	20	37	33	(.000)
Region		(n = 1211)				(n = 1218)				
Lincoln metro area	15	48	32	6	$\chi^2 = 10.59^*$	11	19	37	32	$\chi^2 = 2.83$
Omaha metro area	22	43	31	5	(.014)	13	21	37	28	(.419)
Individual Attributes:										
<i>Household Income Level</i>		(n = 1127)				(n = 1134)				
Under \$40,000	32	41	22	5		21	22	40	17	
\$40,000 - \$74,999	23	50	20	7		13	23	36	27	
\$75,000 - \$99,999	20	41	36	3	$\chi^2 = 45.27^*$	9	18	33	40	$\chi^2 = 29.18^*$
\$100,000 and over	14	45	36	5	(.000)	11	19	39	31	(.001)
<i>Age</i>		(n = 1212)				(n = 1219)				
19 - 29	46	41	13	0		21	21	33	25	
30 - 39	20	42	32	6		12	21	37	31	
40 - 49	16	49	32	3		10	25	40	24	
50 - 64	16	46	32	5	$\chi^2 = 64.94^*$	13	19	37	31	$\chi^2 = 14.65$
65 and older	14	45	34	8	(.000)	11	18	38	32	(.261)
<i>Gender</i>		(n = 1190)				(n = 1197)				
Male	18	41	35	6	$\chi^2 = 10.57^*$	13	17	35	34	$\chi^2 = 13.97^*$
Female	20	48	28	5	(.014)	12	24	39	26	(.003)
<i>Education</i>		(n = 1181)				(n = 1186)				
High school diploma or less	32	47	19	2		29	27	30	14	
Some college	24	42	30	5	$\chi^2 = 20.91^*$	17	22	36	25	$\chi^2 = 46.30^*$
Bachelors or grad degree	17	45	32	6	(.002)	9	19	38	33	(.000)
<i>Marital Status</i>		(n = 1174)				(n = 1179)				
Married	17	43	35	5		10	20	38	31	
Never married	27	48	20	5		20	17	35	28	
Divorced/separated	24	48	23	6	$\chi^2 = 27.03^*$	15	24	33	28	$\chi^2 = 17.12^*$
Widowed	21	43	30	6	(.001)	15	23	35	27	(.047)
<i>Occupation</i>		(n = 966)				(n = 965)				
Mgt, prof or education	17	46	30	6		8	20	40	33	
Sales or office support	30	43	23	4		15	18	38	30	
Constrn, inst or maint	18	45	38	0		21	18	27	34	
Prodn/trans/warehsing	12	46	35	8		12	18	31	39	
Agriculture	24	65	6	6		50	6	19	25	
Food serv/pers. care	11	26	63	0		11	15	48	26	
Hlthcare supp/safety	19	41	39	1	$\chi^2 = 50.03^*$	13	27	43	17	$\chi^2 = 61.68^*$
Other	16	63	16	5	(.000)	0	33	33	33	(.000)

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

Appendix Table 2 continued.

	<i>Voting and election systems across the nation</i>				<i>Significance</i>	<i>Local/municipal government</i>				<i>Significance</i>
	<i>Very little</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>		<i>Very little</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>	
Total	29	23	26	22		16	41	32	12	
Community Size		(n = 1157)				<i>Percentages</i> (n = 1151)				
Less than 500	25	15	40	21		13	48	29	10	
500 - 999	46	15	21	18		27	27	38	9	
1,000 - 4,999	36	32	23	9		21	44	29	7	
5,000 - 9,999	45	19	23	13	$\chi^2 = 39.54^*$	23	29	35	13	$\chi^2 = 16.83$
10,000 and up	25	24	27	25	(.000)	14	41	33	12	(.156)
Region		(n = 1213)				(n = 1209)				
Lincoln metro area	26	25	28	21	$\chi^2 = 4.66$	19	36	31	14	$\chi^2 = 9.74^*$
Omaha metro area	30	22	25	23	(.198)	14	43	33	11	(.021)
Individual Attributes:										
<i>Household Income Level</i>		(n = 1133)				(n = 1129)				
Under \$40,000	34	26	28	12		29	39	28	5	
\$40,000 - \$74,999	32	21	25	22		21	41	31	7	
\$75,000 - \$99,999	21	21	28	30	$\chi^2 = 20.59^*$	15	43	25	17	$\chi^2 = 59.90^*$
\$100,000 and over	26	24	27	23	(.015)	9	39	37	14	(.000)
<i>Age</i>		(n = 1215)				(n = 1212)				
19 - 29	25	21	35	19		25	47	20	8	
30 - 39	25	21	27	27		19	41	27	14	
40 - 49	28	27	24	21		12	39	43	6	
50 - 64	30	23	25	22	$\chi^2 = 21.24^*$	13	40	35	13	$\chi^2 = 39.21^*$
65 and older	36	25	23	16	(.047)	12	39	35	13	(.000)
<i>Gender</i>		(n = 1195)				(n = 1189)				
Male	31	21	23	25	$\chi^2 = 13.08^*$	18	36	34	13	$\chi^2 = 9.36^*$
Female	26	26	29	20	(.004)	14	44	31	11	(.025)
<i>Education</i>		(n = 1186)				(n = 1179)				
High school diploma or less	41	27	23	9		31	41	22	6	
Some college	36	28	20	17	$\chi^2 = 38.84^*$	27	37	26	11	$\chi^2 = 64.77^*$
Bachelors or grad degree	25	22	29	25	(.000)	10	42	36	13	(.000)
<i>Marital Status</i>		(n = 1177)				(n = 1171)				
Married	27	24	26	23		14	39	35	13	
Never married	30	18	29	22		22	46	24	8	
Divorced/separated	31	30	23	17	$\chi^2 = 11.68$	14	47	30	9	$\chi^2 = 23.05^*$
Widowed	38	27	19	17	(.232)	17	36	30	17	(.006)
<i>Occupation</i>		(n = 966)				(n = 961)				
Mgt, prof or education	22	23	29	27		11	46	32	11	
Sales or office support	29	16	33	22		21	36	36	7	
Constrn, inst or maint	42	21	12	25		16	42	16	26	
Prodn/trans/warehsing	24	16	29	31		18	32	40	10	
Agriculture	75	0	19	6		25	38	19	19	
Food serv/pers. care	33	26	30	11		15	26	44	15	
Hlthcare supp/safety	29	25	31	15	$\chi^2 = 61.98^*$	18	34	40	9	$\chi^2 = 53.18^*$
Other	11	47	11	32	(.000)	37	37	16	11	(.000)

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

Appendix Table 2 continued.

	<i>Public schools (K - 12) in your community</i>				<i>Significance</i>	<i>Public safety agencies (police department, fire department, etc.) in your community</i>				<i>Significance</i>
	<i>Very little</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>		<i>Very little</i>	<i>Some</i>	<i>Quite a lot</i>	<i>A great deal</i>	
Total	9	25	41	25		6	19	41	34	
Community Size		(n = 1150)				<i>Percentages</i>				
Less than 500	6	16	55	22		4	10	57	29	
500 - 999	15	9	53	24		12	18	24	47	
1,000 - 4,999	3	31	38	29		3	24	38	35	
5,000 - 9,999	11	29	27	33	$\chi^2 = 23.09^*$	1	28	37	34	$\chi^2 = 22.14^*$
10,000 and up	10	25	41	24	(.027)	6	19	41	34	(.036)
Region		(n = 1201)				(n = 1217)				
Lincoln metro area	8	27	43	23	$\chi^2 = 4.74$	6	14	47	33	$\chi^2 = 15.95^*$
Omaha metro area	10	24	40	26	(.192)	6	22	37	35	(.001)
Individual Attributes:										
<i>Household Income Level</i>		(n = 1117)				(n = 1132)				
Under \$40,000	15	34	40	11		13	26	36	25	
\$40,000 - \$74,999	12	33	36	19		6	24	37	33	
\$75,000 - \$99,999	7	22	45	26	$\chi^2 = 51.33^*$	7	23	37	34	$\chi^2 = 44.72^*$
\$100,000 and over	7	20	42	31	(.000)	4	13	46	37	(.000)
<i>Age</i>		(n = 1202)				(n = 1218)				
19 - 29	17	42	30	12		13	38	38	11	
30 - 39	7	20	47	26		8	26	36	30	
40 - 49	5	26	38	31		3	15	42	40	
50 - 64	11	24	39	26	$\chi^2 = 47.39^*$	3	14	45	38	$\chi^2 = 90.88^*$
65 and older	12	29	38	21	(.000)	5	10	42	44	(.000)
<i>Gender</i>		(n = 1178)				(n = 1196)				
Male	12	26	39	23	$\chi^2 = 10.23^*$	7	19	38	36	$\chi^2 = 7.56$
Female	7	25	42	26	(.017)	4	20	43	33	(.056)
<i>Education</i>		(n = 1172)				(n = 1186)				
High school diploma or less	19	29	40	11		13	16	40	30	
Some college	13	29	36	22	$\chi^2 = 29.43^*$	7	20	38	36	$\chi^2 = 12.45$
Bachelors or grad degree	7	24	42	27	(.000)	5	20	42	34	(.053)
<i>Marital Status</i>		(n = 1163)				(n = 1180)				
Married	9	22	41	29		5	17	42	37	
Never married	11	33	39	17		10	33	35	21	
Divorced/separated	7	28	51	14	$\chi^2 = 31.27^*$	5	16	43	37	$\chi^2 = 51.84^*$
Widowed	15	30	28	26	(.000)	10	10	36	44	(.000)
<i>Occupation</i>		(n = 954)				(n = 965)				
Mgt, prof or education	6	21	44	28		6	19	45	31	
Sales or office support	7	30	48	15		8	30	38	24	
Constrn, inst or maint	8	9	42	42		5	25	18	53	
Prodn/trans/warehsing	8	36	34	22		4	21	44	31	
Agriculture	20	40	40	0		0	13	81	6	
Food serv/pers. care	7	26	41	26		4	4	44	48	
Hlthcare supp/safety	7	24	43	26	$\chi^2 = 44.45^*$	3	19	40	38	$\chi^2 = 54.80^*$
Other	0	53	21	26	(.002)	6	44	22	28	(.000)

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

Appendix Table 3. Trust in Information Sources by Community Size, Region and Individual Attributes

	CNN				Significance	MSNBC				Significance
	Not at all	Not too much	Some	A lot		Not at all	Not too much	Some	A lot	
Total	35	22	31	12		36	25	29	10	
Community Size	(n = 1149)					Percentages (n = 1131)				
Less than 500	38	14	34	14		41	20	29	10	
500 - 999	58	30	12	0		56	38	6	0	
1,000 - 4,999	37	29	29	5		35	33	28	4	
5,000 - 9,999	46	17	26	11	$\chi^2 = 27.23^*$	51	17	25	7	$\chi^2 = 30.86^*$
10,000 and up	33	22	32	13	(.007)	34	26	30	11	(.002)
Region	(n = 1202)					(n = 1187)				
Lincoln metro area	34	20	32	13	$\chi^2 = 2.91$	36	24	30	10	$\chi^2 = 0.57$
Omaha metro area	36	23	31	11	(.405)	36	26	28	10	(.904)
Individual Attributes:										
Household Income Level	(n = 1124)					(n = 1107)				
Under \$40,000	34	25	27	14		38	26	26	10	
\$40,000 - \$74,999	35	23	29	13		37	26	25	12	
\$75,000 - \$99,999	31	21	36	12	$\chi^2 = 6.83$	27	33	28	12	$\chi^2 = 16.05$
\$100,000 and over	35	21	34	11	(.655)	36	23	33	9	(.066)
Age	(n = 1203)					(n = 1190)				
19 - 29	43	22	30	5		49	27	16	8	
30 - 39	28	27	36	9		27	32	33	8	
40 - 49	32	24	32	13		34	27	29	10	
50 - 64	38	18	31	14	$\chi^2 = 44.19^*$	38	19	32	11	$\chi^2 = 50.55^*$
65 and older	45	18	21	16	(.000)	46	20	22	13	(.000)
Gender	(n = 1180)					(n = 1164)				
Male	42	19	26	13	$\chi^2 = 28.04^*$	44	22	24	11	$\chi^2 = 31.50^*$
Female	30	24	36	10	(.000)	30	28	33	9	(.000)
Education	(n = 1176)					(n = 1158)				
High school diploma or less	33	32	26	9		33	32	28	7	
Some college	47	20	22	11	$\chi^2 = 33.67^*$	50	23	18	9	$\chi^2 = 34.75^*$
Bachelors or grad degree	31	22	35	12	(.000)	31	26	32	11	(.000)
Marital Status	(n = 1165)					(n = 1147)				
Married	35	23	31	11		36	27	28	9	
Never married	31	21	34	15		32	24	30	15	
Divorced/separated	37	17	30	16	$\chi^2 = 10.83$	38	18	32	13	$\chi^2 = 14.42$
Widowed	40	27	19	15	(.288)	41	28	17	13	(.108)
Occupation	(n = 954)					(n = 946)				
Mgt, prof or education	28	22	37	13		30	26	31	12	
Sales or office support	23	29	33	15		25	33	33	10	
Constrn, inst or maint	63	21	13	4		58	28	12	2	
Prodn/trans/warehsing	27	33	37	4		27	37	35	2	
Agriculture	75	6	19	0		75	25	0	0	
Food serv/pers. care	27	23	23	27		27	23	27	23	
Hlthcare supp/safety	40	24	32	5	$\chi^2 = 75.59^*$	36	30	30	5	$\chi^2 = 63.53^*$
Other	17	28	50	6	(.000)	33	11	39	17	(.000)

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

Appendix Table 3 continued.

	<i>Fox News</i>				<i>Significance</i>	<i>National broadcast TV news organizations (ABC, CBS, NBC)</i>				<i>Significance</i>	
	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>		<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>		
Total	46	28	21	5		21	20	39	20		
Community Size		(n = 1133)					(n = 1149)				
Less than 500	38	36	14	12		28	14	38	20		
500 - 999	33	33	30	3		32	15	41	12		
1,000 - 4,999	47	28	22	3		17	30	41	13		
5,000 - 9,999	38	33	22	8	$\chi^2 = 17.76$	31	20	28	21	$\chi^2 = 19.65$	
10,000 and up	49	27	20	4	(.123)	20	20	40	21	(.074)	
Region		(n = 1188)					(n = 1206)				
Lincoln metro area	48	29	20	3	$\chi^2 = 5.60$	22	18	40	20	$\chi^2 = 1.27$	
Omaha metro area	46	27	22	6	(.133)	21	21	38	20	(.736)	
Individual Attributes:											
<i>Household Income Level</i>		(n = 1109)					(n = 1128)				
Under \$40,000	46	22	27	6		19	18	41	23		
\$40,000 - \$74,999	47	30	18	6		25	24	31	21		
\$75,000 - \$99,999	54	26	17	3	$\chi^2 = 14.25$	16	17	45	23	$\chi^2 = 17.98^*$	
\$100,000 and over	44	30	23	4	(.114)	20	21	42	18	(.035)	
<i>Age</i>		(n = 1191)					(n = 1211)				
19 - 29	69	23	5	3		27	24	29	19		
30 - 39	51	32	15	2		20	20	41	20		
40 - 49	44	29	23	3		20	23	41	16		
50 - 64	41	26	28	5	$\chi^2 = 90.30^*$	20	18	41	21	$\chi^2 = 13.39$	
65 and older	37	22	28	13	(.000)	26	20	33	22	(.341)	
<i>Gender</i>		(n = 1168)					(n = 1184)				
Male	46	27	21	6	$\chi^2 = 3.44$	24	23	32	21	$\chi^2 = 19.86^*$	
Female	47	29	21	4	(.329)	19	17	44	19	(.000)	
<i>Education</i>		(n = 1160)					(n = 1179)				
High school diploma or less	38	28	24	10		21	23	40	17		
Some college	48	25	22	6	$\chi^2 = 10.68$	30	20	34	17	$\chi^2 = 19.90^*$	
Bachelors or grad degree	47	29	20	4	(.099)	18	20	41	21	(.003)	
<i>Marital Status</i>		(n = 1151)					(n = 1168)				
Married	44	29	22	5		21	21	39	19		
Never married	59	22	16	3		20	22	35	24		
Divorced/separated	49	26	19	7	$\chi^2 = 22.53^*$	25	11	45	19	$\chi^2 = 12.64$	
Widowed	35	25	29	10	(.007)	14	27	35	25	(.179)	
<i>Occupation</i>		(n = 950)					(n = 958)				
Mgt, prof or education	50	31	17	2		16	17	45	23		
Sales or office support	43	32	23	2		12	27	32	29		
Constrn, inst or maint	39	34	21	5		40	33	21	5		
Prodn/trans/warehsing	42	30	24	4		18	26	32	24		
Agriculture	35	47	12	6		63	0	38	0		
Food serv/pers. care	29	38	25	8		13	29	42	17		
Hlthcare supp/safety	51	20	24	5	$\chi^2 = 30.25$	24	22	46	9	$\chi^2 = 89.33^*$	
Other	47	37	11	5	(.087)	16	21	42	21	(.000)	

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

Appendix Table 3 continued.

	<i>PBS</i>				<i>Significance</i>	<i>Local TV news organizations</i>				<i>Significance</i>	
	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>		<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>		
Total	17	15	36	32		7	16	55	22		
Community Size		(n = 1129)					(n = 1152)				
Less than 500	12	12	54	22		4	14	55	28		
500 - 999	31	16	44	9		9	22	59	9		
1,000 - 4,999	11	23	39	27		6	13	66	15		
5,000 - 9,999	26	14	33	27	$\chi^2 = 30.02^*$	11	14	56	19	$\chi^2 = 12.73$	
10,000 and up	16	14	35	35	(.003)	7	17	54	22	(.389)	
Region		(n = 1182)					(n = 1201)				
Lincoln metro area	17	15	33	36	$\chi^2 = 4.42$	6	18	53	24	$\chi^2 = 3.87$	
Omaha metro area	17	15	38	30	(.220)	8	16	56	21	(.276)	
Individual Attributes:											
<i>Household Income Level</i>		(n = 1103)					(n = 1121)				
Under \$40,000	17	17	39	26		13	20	43	24		
\$40,000 - \$74,999	17	19	31	33		6	22	51	21		
\$75,000 - \$99,999	11	14	35	40	$\chi^2 = 17.37^*$	3	14	59	24	$\chi^2 = 28.79^*$	
\$100,000 and over	17	13	39	31	(.043)	7	14	58	22	(.001)	
<i>Age</i>		(n = 1186)					(n = 1203)				
19 - 29	28	20	28	25		17	14	56	14		
30 - 39	15	12	40	33		6	18	58	18		
40 - 49	17	17	40	25		6	20	55	20		
50 - 64	14	15	34	37	$\chi^2 = 29.00^*$	5	14	53	28	$\chi^2 = 33.08^*$	
65 and older	20	15	31	33	(.004)	8	16	52	24	(.001)	
<i>Gender</i>		(n = 1161)					(n = 1182)				
Male	19	17	34	31	$\chi^2 = 7.86^*$	7	20	48	25	$\chi^2 = 22.65^*$	
Female	15	13	38	34	(.049)	7	13	61	19	(.000)	
<i>Education</i>		(n = 1155)					(n = 1172)				
High school diploma or less	19	19	43	19		13	22	45	20		
Some college	21	16	38	26	$\chi^2 = 16.41^*$	9	20	53	19	$\chi^2 = 15.59^*$	
Bachelors or grad degree	16	14	35	35	(.012)	6	15	57	23	(.016)	
<i>Marital Status</i>		(n = 1143)					(n = 1165)				
Married	16	15	38	31		7	16	56	20		
Never married	19	11	31	39		8	19	46	28		
Divorced/separated	12	21	36	31	$\chi^2 = 11.75$	7	13	63	18	$\chi^2 = 10.91$	
Widowed	13	19	35	33	(.228)	6	19	51	23	(.282)	
<i>Occupation</i>		(n = 939)					(n = 959)				
Mgt, prof or education	15	11	36	38		5	15	57	23		
Sales or office support	13	20	32	36		4	16	47	33		
Constrn, inst or maint	14	21	54	11		0	23	66	11		
Prodn/trans/warehsing	10	22	37	31		12	24	43	22		
Agriculture	57	7	7	29		0	44	56	0		
Food serv/pers. care	13	21	38	29		0	19	46	35		
Hlthcare supp/safety	18	13	48	21	$\chi^2 = 66.08^*$	9	12	64	15	$\chi^2 = 53.64^*$	
Other	16	26	21	37	(.000)	5	5	58	32	(.000)	

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

Appendix Table 3 continued.

	<i>National newspapers</i>					<i>State newspapers</i>				
	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	<i>Significance</i>	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	<i>Significance</i>
Total	24	21	38	18		12	23	50	16	
Community Size		(n = 1135)					(n = 1152)			
Less than 500	34	22	26	18		12	16	54	18	
500 - 999	26	36	26	13		18	18	58	6	
1,000 - 4,999	23	19	50	8		18	24	48	10	
5,000 - 9,999	38	19	31	12	$\chi^2 = 30.32^*$	16	24	44	16	$\chi^2 = 13.22$
10,000 and up	22	19	39	20	(.002)	10	23	50	17	(.353)
Region		(n = 1190)					(n = 1206)			
Lincoln metro area	26	19	39	16	$\chi^2 = 4.02$	11	25	47	17	$\chi^2 = 2.95$
Omaha metro area	22	22	38	19	(.260)	12	22	51	15	(.400)
Individual Attributes:										
<i>Household Income Level</i>		(n = 1111)					(n = 1126)			
Under \$40,000	26	29	31	13		19	30	38	13	
\$40,000 - \$74,999	26	24	34	16		10	29	44	16	
\$75,000 - \$99,999	17	17	42	24	$\chi^2 = 27.10^*$	7	18	59	17	$\chi^2 = 37.13^*$
\$100,000 and over	22	17	43	19	(.001)	11	19	53	17	(.000)
<i>Age</i>		(n = 1193)					(n = 1207)			
19 - 29	19	24	37	19		8	41	43	8	
30 - 39	20	18	41	21		10	19	55	16	
40 - 49	24	23	36	17		12	25	51	12	
50 - 64	22	21	41	15	$\chi^2 = 32.15^*$	10	23	49	18	$\chi^2 = 40.48^*$
65 and older	37	20	30	13	(.001)	19	21	42	18	(.000)
<i>Gender</i>		(n = 1169)					(n = 1184)			
Male	28	22	31	19	$\chi^2 = 25.68^*$	11	28	43	17	$\chi^2 = 23.57^*$
Female	19	19	45	17	(.000)	12	18	55	15	(.000)
<i>Education</i>		(n = 1162)					(n = 1179)			
High school diploma or less	31	29	35	6		20	32	36	12	
Some college	32	21	36	11	$\chi^2 = 39.42^*$	16	25	45	15	$\chi^2 = 23.06^*$
Bachelors or grad degree	20	19	40	21	(.000)	9	22	52	17	(.001)
<i>Marital Status</i>		(n = 1153)					(n = 1168)			
Married	23	22	38	17		12	23	49	16	
Never married	21	16	40	23		10	25	50	16	
Divorced/separated	26	16	43	15	$\chi^2 = 20.03^*$	13	22	53	12	$\chi^2 = 5.04$
Widowed	42	24	24	9	(.018)	18	25	41	16	(.831)
<i>Occupation</i>		(n = 953)					(n = 956)			
Mgt, prof or education	16	18	41	25		9	21	53	17	
Sales or office support	16	22	45	17		9	32	39	21	
Constrn, inst or maint	29	32	27	13		13	25	52	11	
Prodn/trans/warehsing	21	25	31	23		6	28	48	18	
Agriculture	65	18	12	6		18	41	35	6	
Food serv/pers. care	26	41	33	0		4	27	65	4	
Hlthcare supp/safety	26	22	44	9	$\chi^2 = 76.57^*$	8	18	63	12	$\chi^2 = 38.71^*$
Other	33	6	50	11	(.000)	26	11	47	16	(.011)

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

Appendix Table 3 continued.

	<i>Local newspapers</i>					<i>Public radio</i>				
	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	<i>Significance</i>	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	<i>Significance</i>
Total	13	23	52	12		16	19	37	28	
Community Size		(n = 1121)					(n = 1135)			
Less than 500	8	16	56	20		20	14	36	30	
500 - 999	9	18	58	15		22	28	31	19	
1,000 - 4,999	11	22	53	14		12	22	49	18	
5,000 - 9,999	10	28	46	16	$\chi^2 = 9.69$	18	20	46	16	$\chi^2 = 20.38$
10,000 and up	13	23	52	11	(.643)	16	18	36	31	(.060)
Region		(n = 1169)					(n = 1191)			
Lincoln metro area	13	23	50	15	$\chi^2 = 3.32$	18	16	34	32	$\chi^2 = 9.53^*$
Omaha metro area	13	23	54	11	(.344)	15	20	39	26	(.023)
Individual Attributes:										
<i>Household Income Level</i>		(n = 1094)					(n = 1114)			
Under \$40,000	22	24	44	10		17	26	38	19	
\$40,000 - \$74,999	13	28	46	13		18	26	28	28	
\$75,000 - \$99,999	8	18	60	15	$\chi^2 = 30.28^*$	10	13	38	39	$\chi^2 = 38.72^*$
\$100,000 and over	10	22	56	12	(.000)	16	16	41	27	(.000)
<i>Age</i>		(n = 1173)					(n = 1193)			
19 - 29	13	38	41	8		21	30	30	19	
30 - 39	9	18	57	15		12	16	39	33	
40 - 49	15	25	53	8		19	20	36	25	
50 - 64	12	22	54	12	$\chi^2 = 37.89^*$	16	16	40	29	$\chi^2 = 33.76^*$
65 and older	19	24	44	13	(.000)	22	23	34	22	(.001)
<i>Gender</i>		(n = 1150)					(n = 1170)			
Male	13	28	46	13	$\chi^2 = 17.49^*$	20	22	30	28	$\chi^2 = 31.71^*$
Female	13	19	57	12	(.001)	13	16	44	28	(.000)
<i>Education</i>		(n = 1142)					(n = 1163)			
High school diploma or less	20	24	46	10		23	25	38	15	
Some college	16	24	46	13	$\chi^2 = 12.28$	18	20	41	21	$\chi^2 = 20.71^*$
Bachelors or grad degree	11	23	54	12	(.056)	15	18	36	31	(.002)
<i>Marital Status</i>		(n = 1133)					(n = 1155)			
Married	13	23	51	13		16	19	36	28	
Never married	12	23	51	14		14	18	35	33	
Divorced/separated	14	21	55	10	$\chi^2 = 4.96$	15	12	49	24	$\chi^2 = 18.10^*$
Widowed	18	30	46	7	(.838)	21	30	36	13	(.034)
<i>Occupation</i>		(n = 939)					(n = 954)			
Mgt, prof or education	10	23	56	12		14	14	35	38	
Sales or office support	9	28	49	14		10	29	38	23	
Constrn, inst or maint	14	25	44	18		14	29	43	14	
Prodn/trans/warehsing	8	31	48	13		16	22	32	30	
Agriculture	0	31	50	19		56	13	6	25	
Food serv/pers. care	11	19	56	15		16	24	32	28	
Hlthcare supp/safety	11	18	62	10	$\chi^2 = 21.10$	13	23	51	14	$\chi^2 = 89.48^*$
Other	26	11	53	11	(.453)	26	5	42	26	(.000)

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

Appendix Table 3 continued.

	<i>National radio talk programs</i>					<i>Local radio talk programs</i>				
	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	<i>Significance</i>	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	<i>Significance</i>
Total	32	36	29	4		25	38	33	4	
Community Size	(n = 1126)					<i>Percentages</i> (n = 1121)				
Less than 500	26	32	28	14		22	27	43	8	
500 - 999	42	45	13	0		31	41	28	0	
1,000 - 4,999	23	42	33	3		19	44	31	6	
5,000 - 9,999	24	39	35	3	$\chi^2 = 27.57^*$	19	33	48	1	$\chi^2 = 20.17$
10,000 and up	33	35	28	4	(.006)	26	38	32	4	(.064)
Region	(n = 1181)					(n = 1175)				
Lincoln metro area	34	39	23	4	$\chi^2 = 9.35^*$	27	41	29	4	$\chi^2 = 6.71$
Omaha metro area	31	34	32	4	(.025)	25	36	35	5	(.082)
Individual Attributes:										
<i>Household Income Level</i>	(n = 1105)					(n = 1094)				
Under \$40,000	28	38	32	3		23	35	35	7	
\$40,000 - \$74,999	35	36	23	7		30	37	28	5	
\$75,000 - \$99,999	41	33	22	4	$\chi^2 = 24.29^*$	28	39	30	3	$\chi^2 = 15.39$
\$100,000 and over	28	37	32	3	(.004)	21	41	35	3	(.081)
<i>Age</i>	(n = 1182)					(n = 1175)				
19 - 29	42	33	25	0		33	43	25	0	
30 - 39	30	38	29	4		22	41	33	4	
40 - 49	33	40	26	2		24	41	28	7	
50 - 64	29	35	31	5	$\chi^2 = 14.54$	27	34	36	4	$\chi^2 = 26.39^*$
65 and older	35	32	29	5	(.268)	28	29	37	6	(.009)
<i>Gender</i>	(n = 1159)					(n = 1152)				
Male	37	32	26	4	$\chi^2 = 17.19^*$	29	36	30	5	$\chi^2 = 9.62^*$
Female	27	39	31	3	(.001)	22	40	35	3	(.022)
<i>Education</i>	(n = 1152)					(n = 1147)				
High school diploma or less	28	44	24	5		20	40	35	6	
Some college	37	29	30	4	$\chi^2 = 8.56$	32	29	36	4	$\chi^2 = 16.07^*$
Bachelors or grad degree	31	37	29	4	(.200)	24	41	32	4	(.013)
<i>Marital Status</i>	(n = 1142)					(n = 1137)				
Married	30	36	30	4		24	38	34	4	
Never married	35	39	23	3		27	41	28	4	
Divorced/separated	32	31	33	5	$\chi^2 = 7.76$	27	32	35	6	$\chi^2 = 6.82$
Widowed	40	33	24	2	(.559)	31	38	27	4	(.655)
<i>Occupation</i>	(n = 942)					(n = 943)				
Mgt, prof or education	31	37	28	4		25	41	31	3	
Sales or office support	21	38	33	8		21	34	33	12	
Constrn, inst or maint	46	36	16	2		18	41	41	0	
Prodn/trans/warehsing	26	44	22	8		25	50	23	2	
Agriculture	50	25	25	0		47	24	24	6	
Food serv/pers. care	19	48	33	0		4	40	56	0	
Hlthcare supp/safety	33	34	33	0	$\chi^2 = 41.04^*$	21	39	37	2	$\chi^2 = 51.50^*$
Other	44	50	6	0	(.006)	11	68	21	0	(.000)

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

Appendix Table 3 continued.

	<i>Friends, family, acquaintances</i>					<i>Social networking sites</i>				
	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	<i>Significance</i>	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	<i>Significance</i>
Total	4	23	61	12		52	33	14	2	
Community Size		(n = 1154)					(n = 1143)			
Less than 500	2	18	63	18		48	27	14	12	
500 - 999	3	47	47	3		55	30	6	9	
1,000 - 4,999	0	28	63	10		58	32	10	0	
5,000 - 9,999	5	12	59	24	$\chi^2 = 35.17^*$	53	24	22	1	$\chi^2 = 41.87^*$
10,000 and up	5	24	60	11	(.000)	51	34	13	2	(.000)
Region		(n = 1210)					(n = 1198)			
Lincoln metro area	6	20	64	10	$\chi^2 = 12.66^*$	51	34	14	1	$\chi^2 = 1.72$
Omaha metro area	3	25	59	13	(.005)	52	32	13	2	(.633)
Individual Attributes:										
<i>Household Income Level</i>		(n = 1129)					(n = 1120)			
Under \$40,000	6	22	57	15		44	33	16	7	
\$40,000 - \$74,999	4	23	63	11		43	40	14	3	
\$75,000 - \$99,999	6	20	68	7	$\chi^2 = 12.55$	60	25	15	0	$\chi^2 = 34.51^*$
\$100,000 and over	3	25	60	11	(.184)	53	33	13	1	(.000)
<i>Age</i>		(n = 1211)					(n = 1201)			
19 - 29	11	25	59	5		57	16	27	0	
30 - 39	5	28	57	11		53	32	12	4	
40 - 49	5	21	62	12		49	37	12	2	
50 - 64	3	23	63	12	$\chi^2 = 29.25^*$	50	37	12	1	$\chi^2 = 40.91^*$
65 and older	4	17	64	16	(.004)	54	30	15	1	(.000)
<i>Gender</i>		(n = 1188)					(n = 1176)			
Male	4	26	57	13	$\chi^2 = 6.84$	56	32	10	2	$\chi^2 = 13.00^*$
Female	5	21	64	11	(.077)	48	33	16	2	(.005)
<i>Education</i>		(n = 1182)					(n = 1169)			
High school diploma or less	7	17	66	11		44	38	18	0	
Some college	6	21	62	11	$\chi^2 = 7.45$	52	34	13	2	$\chi^2 = 5.97$
Bachelors or grad degree	4	25	60	12	(.281)	52	32	14	2	(.458)
<i>Marital Status</i>		(n = 1172)					(n = 1161)			
Married	5	23	61	12		52	33	13	2	
Never married	3	24	62	11		55	27	14	4	
Divorced/separated	6	30	53	11	$\chi^2 = 7.31$	44	43	13	0	$\chi^2 = 13.32$
Widowed	4	16	65	14	(.605)	54	29	17	0	(.149)
<i>Occupation</i>		(n = 962)					(n = 958)			
Mgt, prof or education	3	26	61	10		52	34	13	2	
Sales or office support	4	21	57	19		47	33	16	4	
Constrn, inst or maint	0	36	55	9		69	24	7	0	
Prodn/trans/warehsing	0	20	72	8		35	38	25	2	
Agriculture	18	18	53	12		63	31	6	0	
Food serv/pers. care	0	15	70	15		33	41	15	11	
Hlthcare supp/safety	7	12	71	10	$\chi^2 = 48.79^*$	57	29	12	2	$\chi^2 = 39.59^*$
Other	0	35	47	18	(.001)	37	58	5	0	(.008)

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

Appendix Table 3 continued.

	<i>Internet news blogs</i>					<i>Podcasts</i>				
	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	<i>Significance</i>	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	<i>Significance</i>
Total	47	36	16	2		30	35	32	3	
Community Size		(n = 1126)					(n = 1109)			
Less than 500	42	32	18	8		28	28	36	8	
500 - 999	56	25	19	0		29	39	32	0	
1,000 - 4,999	48	43	10	0		30	48	22	0	
5,000 - 9,999	53	24	22	1	$\chi^2 = 26.03^*$	31	30	33	6	$\chi^2 = 17.50$
10,000 and up	47	37	15	2	(.011)	30	35	32	3	(.132)
Region		(n = 1178)					(n = 1165)			
Lincoln metro area	44	40	15	1	$\chi^2 = 8.37^*$	31	36	31	2	$\chi^2 = 4.22$
Omaha metro area	49	33	16	2	(.039)	29	35	33	4	(.239)
Individual Attributes:										
<i>Household Income Level</i>		(n = 1100)					(n = 1087)			
Under \$40,000	51	26	17	6		43	28	25	4	
\$40,000 - \$74,999	42	40	16	2		28	41	26	6	
\$75,000 - \$99,999	52	32	15	1	$\chi^2 = 32.28^*$	29	27	42	2	$\chi^2 = 36.61^*$
\$100,000 and over	47	37	15	0.4	(.000)	25	38	35	2	(.000)
<i>Age</i>		(n = 1180)					(n = 1166)			
19 - 29	59	25	13	3		35	25	35	5	
30 - 39	45	35	18	2		18	36	41	5	
40 - 49	43	43	12	2		27	41	31	2	
50 - 64	46	37	16	1	$\chi^2 = 16.85$	33	36	29	2	$\chi^2 = 80.49^*$
65 and older	51	33	14	1	(.155)	48	33	18	1	(.000)
<i>Gender</i>		(n = 1158)					(n = 1145)			
Male	49	36	13	2	$\chi^2 = 5.01$	30	35	31	4	$\chi^2 = 3.14$
Female	46	36	17	1	(.171)	29	35	33	2	(.371)
<i>Education</i>		(n = 1150)					(n = 1135)			
High school diploma or less	48	36	16	0		41	35	24	0	
Some college	44	38	16	2	$\chi^2 = 2.81$	32	40	26	2	$\chi^2 = 18.37^*$
Bachelors or grad degree	48	35	15	2	(.832)	27	34	35	4	(.005)
<i>Marital Status</i>		(n = 1139)					(n = 1125)			
Married	48	35	16	1		28	37	32	3	
Never married	44	36	17	3		28	30	39	3	
Divorced/separated	42	44	15	0	$\chi^2 = 8.95$	34	36	30	0	$\chi^2 = 25.00^*$
Widowed	52	35	11	2	(.442)	53	33	13	0	(.003)
<i>Occupation</i>		(n = 944)					(n = 936)			
Mgt, prof or education	46	38	15	1		27	36	36	2	
Sales or office support	41	36	19	4		22	31	38	10	
Constrn, inst or maint	43	45	13	0		16	60	24	0	
Prodn/trans/warehsing	31	39	29	2		12	41	45	2	
Agriculture	63	38	0	0		59	35	6	0	
Food serv/pers. care	28	44	28	0		16	48	36	0	
Hlthcare supp/safety	56	31	11	2	$\chi^2 = 33.11^*$	26	38	34	2	$\chi^2 = 58.48^*$
Other	39	44	17	0	(.045)	11	42	42	5	(.000)

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

Appendix Table 4. Trust in Information Sources on Coronavirus by Community Size, Region and Individual Attributes

	<i>The World Health Organization (WHO)</i>				<i>Significance</i>	<i>The US Centers for Disease Control (CDC)</i>				<i>Significance</i>
	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>		<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	
Total	17	14	31	38		12	13	29	46	
Community Size	(n = 1158)					(n = 1164)				
Less than 500	22	10	33	35		8	14	37	41	
500 - 999	32	21	21	27		27	27	18	29	
1,000 - 4,999	21	14	38	28		20	5	30	45	
5,000 - 9,999	22	22	39	17	$\chi^2 = 33.86^*$	18	22	33	28	$\chi^2 = 42.88^*$
10,000 and up	15	14	30	41	(.001)	10	12	29	48	(.000)
Region	(n = 1217)					(n = 1221)				
Lincoln metro area	16	14	32	38	$\chi^2 = 0.92$	12	11	31	46	$\chi^2 = 1.73$
Omaha metro area	18	15	31	37	(.822)	11	14	29	46	(.631)
Individual Attributes:										
<i>Household Income Level</i>	(n = 1133)					(n = 1139)				
Under \$40,000	18	15	29	38		14	17	27	43	
\$40,000 - \$74,999	18	12	31	40		12	13	33	42	
\$75,000 - \$99,999	13	10	35	42	$\chi^2 = 7.41$	9	6	34	51	$\chi^2 = 16.33$
\$100,000 and over	16	16	31	38	(.594)	12	13	27	49	(.060)
<i>Age</i>	(n = 1219)					(n = 1223)				
19 - 29	13	8	16	62		13	11	19	57	
30 - 39	10	14	32	44		8	9	31	52	
40 - 49	16	17	33	34		11	14	30	45	
50 - 64	20	14	33	33	$\chi^2 = 71.83^*$	14	14	29	43	$\chi^2 = 35.48^*$
65 and older	27	18	31	25	(.000)	15	20	31	35	(.000)
<i>Gender</i>	(n = 1193)					(n = 1198)				
Male	22	19	28	31	$\chi^2 = 40.80^*$	13	17	27	43	$\chi^2 = 21.32^*$
Female	13	11	34	43	(.000)	10	10	32	49	(.000)
<i>Education</i>	(n = 1186)					(n = 1189)				
High school diploma or less	23	19	38	20		14	19	34	33	
Some college	23	17	31	30	$\chi^2 = 30.58^*$	15	19	32	34	$\chi^2 = 37.02^*$
Bachelors or grad degree	15	13	30	42	(.000)	10	10	29	51	(.000)
<i>Marital Status</i>	(n = 1176)					(n = 1183)				
Married	17	15	32	36		12	13	30	45	
Never married	13	10	29	49		11	9	27	54	
Divorced/separated	16	15	31	38	$\chi^2 = 17.83^*$	11	16	30	43	$\chi^2 = 14.10$
Widowed	22	18	35	25	(.037)	12	20	39	29	(.119)
<i>Occupation</i>	(n = 968)					(n = 968)				
Mgt, prof or education	14	11	33	42		10	10	28	53	
Sales or office support	7	16	34	43		4	9	41	46	
Constrn, inst or maint	19	37	18	26		13	29	30	29	
Prodn/trans/warehsing	14	14	28	45		10	17	17	56	
Agriculture	59	6	29	6		53	12	29	6	
Food serv/pers. care	15	33	19	33		12	27	12	50	
Hlthcare supp/safety	12	13	30	45	$\chi^2 = 82.57^*$	9	12	31	47	$\chi^2 = 82.96^*$
Other	26	0	26	47	(.000)	16	11	21	53	(.000)

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

Appendix Table 4 continued.

	<i>State government officials</i>					<i>State public health officials</i>				
	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	<i>Significance</i>	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	<i>Significance</i>
	<i>Percentages</i>									
Total	17	32	43	9		11	19	46	24	
Community Size	(n = 1161)					(n = 1157)				
Less than 500	10	28	44	18		4	16	57	24	
500 - 999	27	24	39	9		24	24	39	12	
1,000 - 4,999	23	28	43	8		18	14	51	18	
5,000 - 9,999	19	22	52	7	$\chi^2 = 18.66$	14	23	46	18	$\chi^2 = 24.02^*$
10,000 and up	16	34	42	8	(.097)	10	20	45	26	(.020)
Region	(n = 1219)					(n = 1217)				
Lincoln metro area	17	35	40	8	$\chi^2 = 3.53$	10	19	44	27	$\chi^2 = 3.48$
Omaha metro area	17	30	44	9	(.317)	11	20	47	22	(.324)
Individual Attributes:										
<i>Household Income Level</i>	(n = 1134)					(n = 1131)				
Under \$40,000	22	29	42	7		14	24	42	20	
\$40,000 - \$74,999	23	28	40	10		15	21	42	23	
\$75,000 - \$99,999	14	42	36	8	$\chi^2 = 26.30^*$	5	17	50	28	$\chi^2 = 21.29^*$
\$100,000 and over	13	33	46	9	(.002)	8	19	48	26	(.011)
<i>Age</i>	(n = 1218)					(n = 1218)				
19 - 29	38	30	30	3		22	8	47	22	
30 - 39	18	38	36	8		11	21	39	29	
40 - 49	13	34	44	9		9	23	49	19	
50 - 64	15	29	49	8	$\chi^2 = 67.02^*$	10	20	48	23	$\chi^2 = 35.78^*$
65 and older	11	23	53	12	(.000)	8	17	53	23	(.000)
<i>Gender</i>	(n = 1198)					(n = 1195)				
Male	17	32	41	10	$\chi^2 = 3.00$	11	19	44	26	$\chi^2 = 2.66$
Female	16	32	44	8	(.392)	10	20	48	23	(.447)
<i>Education</i>	(n = 1185)					(n = 1187)				
High school diploma or less	21	33	40	7		13	26	49	12	
Some college	20	35	38	7	$\chi^2 = 6.81$	15	22	41	22	$\chi^2 = 20.05^*$
Bachelors or grad degree	16	31	44	9	(.339)	9	18	47	26	(.003)
<i>Marital Status</i>	(n = 1177)					(n = 1178)				
Married	16	29	45	9		11	19	47	23	
Never married	21	37	36	7		9	16	47	28	
Divorced/separated	15	38	37	10	$\chi^2 = 16.65$	12	24	41	22	$\chi^2 = 8.13$
Widowed	8	27	53	12	(.054)	4	20	51	25	(.521)
<i>Occupation</i>	(n = 969)					(n = 971)				
Mgt, prof or education	16	35	40	9		8	19	47	26	
Sales or office support	18	29	45	8		5	19	45	30	
Constrn, inst or maint	16	39	39	7		16	29	41	14	
Prodn/trans/warehsing	8	40	37	15		8	22	29	41	
Agriculture	50	13	38	0		35	18	29	18	
Food serv/pers. care	7	33	48	11		4	22	59	15	
Hlthcare supp/safety	20	31	46	3	$\chi^2 = 37.46^*$	13	17	48	22	$\chi^2 = 78.63^*$
Other	37	26	32	5	(.015)	53	5	32	11	(.000)

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

Appendix Table 4 continued.

	<i>Local government officials</i>					<i>Your local health department</i>				
	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	<i>Significance</i>	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	<i>Significance</i>
Total	15	27	44	14		9	13	46	32	
Community Size	(n = 1161)					(n = 1160)				
Less than 500	6	22	53	20		4	12	56	29	
500 - 999	24	27	36	12		24	3	59	15	
1,000 - 4,999	26	32	31	11		15	15	44	25	
5,000 - 9,999	20	20	49	11	$\chi^2 = 25.04^*$	22	13	43	22	$\chi^2 = 45.09^*$
10,000 and up	13	28	45	14	(.015)	7	12	45	35	(.000)
Region	(n = 1221)					(n = 1220)				
Lincoln metro area	15	25	42	18	$\chi^2 = 7.62$	11	12	44	33	$\chi^2 = 3.63$
Omaha metro area	15	28	46	12	(.055)	8	13	47	32	(.305)
Individual Attributes:										
<i>Household Income Level</i>	(n = 1137)					(n = 1134)				
Under \$40,000	22	30	39	10		15	17	43	25	
\$40,000 - \$74,999	18	23	42	17		10	12	43	35	
\$75,000 - \$99,999	15	32	41	13	$\chi^2 = 23.93^*$	8	12	48	32	$\chi^2 = 17.44^*$
\$100,000 and over	10	29	47	15	(.004)	7	12	47	34	(.042)
<i>Age</i>	(n = 1222)					(n = 1221)				
19 - 29	33	35	28	5		21	11	43	25	
30 - 39	15	31	40	14		8	10	47	36	
40 - 49	13	27	46	13		8	15	47	30	
50 - 64	14	23	49	14	$\chi^2 = 56.58^*$	10	14	44	32	$\chi^2 = 27.39^*$
65 and older	9	22	51	18	(.000)	6	14	48	32	(.007)
<i>Gender</i>	(n = 1199)					(n = 1199)				
Male	15	28	43	14	$\chi^2 = 1.30$	10	13	42	34	$\chi^2 = 6.35$
Female	14	26	46	14	(.728)	8	12	49	31	(.096)
<i>Education</i>	(n = 1191)					(n = 1189)				
High school diploma or less	21	29	41	9		13	21	47	19	
Some college	21	30	39	10	$\chi^2 = 23.72^*$	15	15	45	25	$\chi^2 = 37.43^*$
Bachelors or grad degree	12	26	46	16	(.001)	7	11	46	36	(.000)
<i>Marital Status</i>	(n = 1181)					(n = 1180)				
Married	13	27	46	14		9	13	47	31	
Never married	22	31	38	10		13	9	44	36	
Divorced/separated	16	22	47	15	$\chi^2 = 18.92^*$	5	15	46	34	$\chi^2 = 12.32$
Widowed	6	26	50	18	(.026)	2	12	51	35	(.196)
<i>Occupation</i>	(n = 971)					(n = 970)				
Mgt, prof or education	11	29	45	16		6	13	46	36	
Sales or office support	22	20	43	16		9	11	47	33	
Constrn, inst or maint	14	25	52	9		5	7	61	26	
Prodn/trans/warehsing	10	33	45	12		10	17	35	39	
Agriculture	56	6	38	0		44	6	44	6	
Food serv/pers. care	4	33	37	26		4	7	44	44	
Hlthcare supp/safety	19	33	40	7	$\chi^2 = 70.58^*$	13	9	50	28	$\chi^2 = 70.89^*$
Other	40	5	50	5	(.000)	37	5	37	21	(.000)

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

Appendix Table 4 continued.

	<i>Your doctor or other health care professional</i>				<i>Significance</i>
	<i>Not at all</i>	<i>Not too much</i>	<i>Some</i>	<i>A lot</i>	
Total	3	5	34	58	
Community Size	(n = 1162)				
Less than 500	2	4	37	57	
500 - 999	15	3	44	38	
1,000 - 4,999	5	8	44	44	
5,000 - 9,999	6	4	39	51	$\chi^2 = 42.41^*$
10,000 and up	2	5	32	61	(.000)
Region	(n = 1221)				
Lincoln metro area	4	5	37	55	$\chi^2 = 3.55$
Omaha metro area	2	5	33	60	(.314)
Individual Attributes:					
<i>Household Income Level</i>	(n = 1138)				
Under \$40,000	6	6	39	48	
\$40,000 - \$74,999	3	5	38	54	
\$75,000 - \$99,999	1	3	37	59	$\chi^2 = 24.95^*$
\$100,000 and over	2	5	30	63	(.003)
<i>Age</i>	(n = 1222)				
19 - 29	8	8	35	49	
30 - 39	3	4	36	57	
40 - 49	1	6	39	55	
50 - 64	3	4	33	60	$\chi^2 = 26.83^*$
65 and older	2	4	28	66	(.008)
<i>Gender</i>	(n = 1199)				
Male	3	4	30	63	$\chi^2 = 8.18^*$
Female	3	5	37	55	(.042)
<i>Education</i>	(n = 1192)				
High school diploma or less	8	5	37	50	
Some college	5	4	41	51	$\chi^2 = 24.55^*$
Bachelors or grad degree	2	5	32	61	(.000)
<i>Marital Status</i>	(n = 1183)				
Married	2	4	35	59	
Never married	5	6	30	60	
Divorced/separated	1	5	40	54	$\chi^2 = 10.90$
Widowed	0	8	32	60	(.283)
<i>Occupation</i>	(n = 970)				
Mgt, prof or education	2	5	32	62	
Sales or office support	0	2	40	59	
Constrn, inst or maint	2	7	45	46	
Prodn/trans/warehsing	2	4	37	57	
Agriculture	18	18	41	24	
Food serv/pers. care	0	4	26	70	
Hlthcare supp/safety	5	6	40	49	$\chi^2 = 53.83^*$
Other	0	0	42	58	(.000)

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

Appendix Table 5. Perceptions of Primary Authority for Public Health Decisions During Public Health Emergency by Community Size, Region and Individual Attributes

<i>In your view, which of the following should be the primary authority for public health decisions – like implementing directed health measures – during a public health emergency?</i>						
	<i>Local health departments</i>	<i>Local government</i>	<i>State health departments</i>	<i>State government</i>	<i>Other</i>	<i>Chi-square (sig.)</i>
Total	42	8	33	7	11	
Community Size			(n = 1149)			
Less than 500	35	12	37	4	12	
500 - 999	39	15	21	15	9	
1,000 - 4,999	27	7	43	10	13	
5,000 - 9,999	21	13	43	7	16	$\chi^2 = 38.21^*$
10,000 and up	45	7	31	7	10	(.001)
Region			(n = 1199)			
Lincoln metro area	49	9	29	6	8	$\chi^2 = 18.41^*$
Omaha metro area	38	7	35	7	12	(.001)
Income Level			(n = 1123)			
Under \$40,000	39	9	31	7	15	
\$40,000 - \$74,999	43	9	31	5	13	
\$75,000 - \$99,999	42	5	40	7	6	$\chi^2 = 16.53$
\$100,000 and over	43	8	32	8	9	(.168)
Age			(n = 1200)			
19 – 29	40	11	32	3	13	
30 – 39	44	7	34	5	10	
40 – 49	43	4	30	11	12	
50 – 64	39	10	32	8	13	$\chi^2 = 20.71$
65 and older	43	8	34	7	8	(.190)
Gender			(n = 1185)			
Male	36	11	35	9	10	$\chi^2 = 23.70^*$
Female	47	6	31	6	11	(.000)
Marital Status			(n = 1168)			
Married	42	8	31	7	11	
Never married	42	7	37	6	8	
Divorced/separated	40	7	36	6	11	$\chi^2 = 5.03$
Widowed	45	8	31	4	12	(.957)
Education			(n = 1169)			
H.S. diploma or less	44	9	33	5	9	
Some college	35	10	33	6	16	$\chi^2 = 14.21$
Bachelors degree	44	7	32	7	9	(.076)
Occupation			(n = 964)			
Mgt, prof or education	46	8	31	7	8	
Sales or office support	29	6	40	8	17	
Constrn, inst or maint	52	18	25	2	4	
Prodn/trans/warehsing	24	8	42	12	14	
Agriculture	12	18	24	12	35	
Food serv/pers. care	48	12	36	4	0	
Hlthcare supp/safety	42	5	39	4	11	$\chi^2 = 88.70^*$
Other	47	0	11	0	42	(.000)

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

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