

# Nebraska Annual Social Survey Snapshot:

## How Satisfied are Nebraskans with Living Here?

### Older adults, Republicans, and rural residents are the most satisfied

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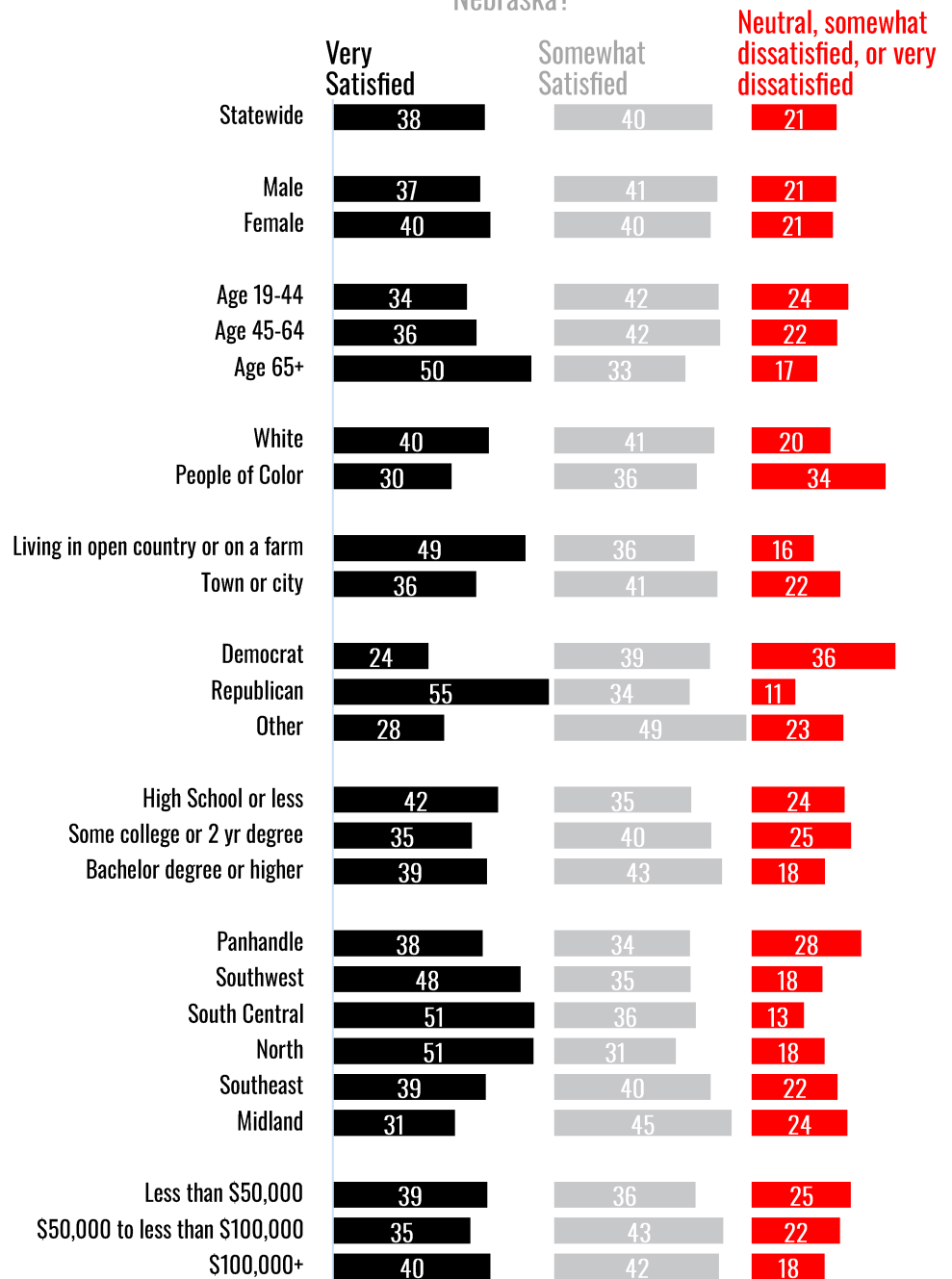
A 2023 survey assessed the satisfaction levels of about 1660 Nebraskans. This report focuses on the responses to the question “Overall, how satisfied or dissatisfied are you with living in Nebraska?” Respondents could answer “very satisfied,” “somewhat satisfied,” “neutral,” “somewhat dissatisfied” or “very dissatisfied.” For the purpose of this report, “neutral,” “somewhat dissatisfied” and “very dissatisfied” were combined.

Overall, the survey revealed variation in satisfaction across different demographic groups. Statewide, 38% of respondents reported being very satisfied, 40% somewhat satisfied, and 21% neutral or dissatisfied. The most significant differences were revealed in party affiliation, urbanicity, and age groups. Nebraskans living in open country or on a farm and those aged 65 and older also showed significantly higher satisfaction levels than those living in cities and towns and younger age groups. Gender and education level were not significantly associated with satisfaction of living in Nebraska.

Significant differences were observed across age groups. Of those aged 19-44, 34% were very satisfied, 42% somewhat satisfied, and 24% neutral or dissatisfied. This is similar to those aged 45-64 – 36% were very satisfied, 42% somewhat satisfied, and 22% neutral or dissatisfied. In contrast,

Overall, how satisfied or dissatisfied are you with living in

Nebraska?



satisfaction was highest among those aged 65 and older, with 50% very satisfied, 33% somewhat satisfied, and 17% neutral or dissatisfied.

Satisfaction levels also varied significantly by race. Among White adults, 40% were very satisfied, 41% somewhat satisfied, and 20% neutral or dissatisfied. However, People of Color reported lower satisfaction, with 30% very satisfied, 36% somewhat satisfied, and 34% neutral or dissatisfied.

Urbanicity is significantly associated with satisfaction. About half (49%) of adults who live in open country or on a farm reported being very satisfied, 36% somewhat satisfied, and 16% neutral or dissatisfied. Those living in towns or cities reported lower satisfaction, with 36% very satisfied, 41% somewhat satisfied, and 22% neutral or dissatisfied.

Significant regional differences were observed. In the Panhandle, 38% were very satisfied, 34% somewhat satisfied, and 27% neutral or dissatisfied. Southwest respondents showed 48% very satisfied, 34% somewhat satisfied, and 18% neutral or dissatisfied. South Central had 51% very satisfied, 36% somewhat satisfied, and 13% neutral or dissatisfied. In the North, 51% were very satisfied, 40% somewhat satisfied, and 18% neutral or dissatisfied. Southeast (including Lincoln) reported 39% very satisfied, 40% somewhat satisfied, and 22% neutral or dissatisfied. Lastly, Midland (including Omaha) showed the lowest satisfaction with 31% very satisfied, 45% somewhat satisfied, and 24% neutral or dissatisfied.

Political affiliation is significantly associated with satisfaction levels. Republicans reported the highest satisfaction levels with living in Nebraska – 55% were very satisfied, 34% somewhat satisfied, and 11% neutral or dissatisfied. Democrats and Independents were less satisfied with living in Nebraska. One-quarter (24%) of Democrats were very satisfied, 39% somewhat satisfied, and 36% neutral or dissatisfied. Similarly, just over one-quarter (28%) of Independents were very satisfied, 49% somewhat satisfied, and 23% neutral or dissatisfied.

There were no significant differences in satisfaction based on education level. The survey also revealed no significant variations in satisfaction levels between men and women.

#### Data Source and Methodology

The Nebraska Annual Social Indicators Survey (NASIS) is an annual statewide concurrent mail and web survey conducted by BOSR with multiple clients. NASIS uses an address-based sample of adults aged 19 and older (Nebraska's age of majority), and asks adults with the next birthday to participate in the survey. The 2023 NASIS consisted of a 16-page paper questionnaire that was administered by mail with an option to complete by web to a sample of 8,000 Nebraska households. Data were collected from July to November 2023 with an AAPOR Response Rate 2 of 21.6% (n=1,725). Overall estimates have a margin of error of  $\pm 4\%$ . Significantly different groups are reported from statistical tests with  $p < .05$ . The full methodology report can be found at <https://bosr.unl.edu/nasis>.

#### WHO ARE WE?

BOSR has been conducting survey research and providing research assistance to University of Nebraska–Lincoln faculty, departments, administrative units, students, and various government agencies and non-profit organizations since 1964. Operating as a 'one-stop research shop,' BOSR develops and manages mail, web, telephone, in-person, and mixed-mode surveys with academic rigor.