

Adapting to Change: Idaho Communities at Crossroads

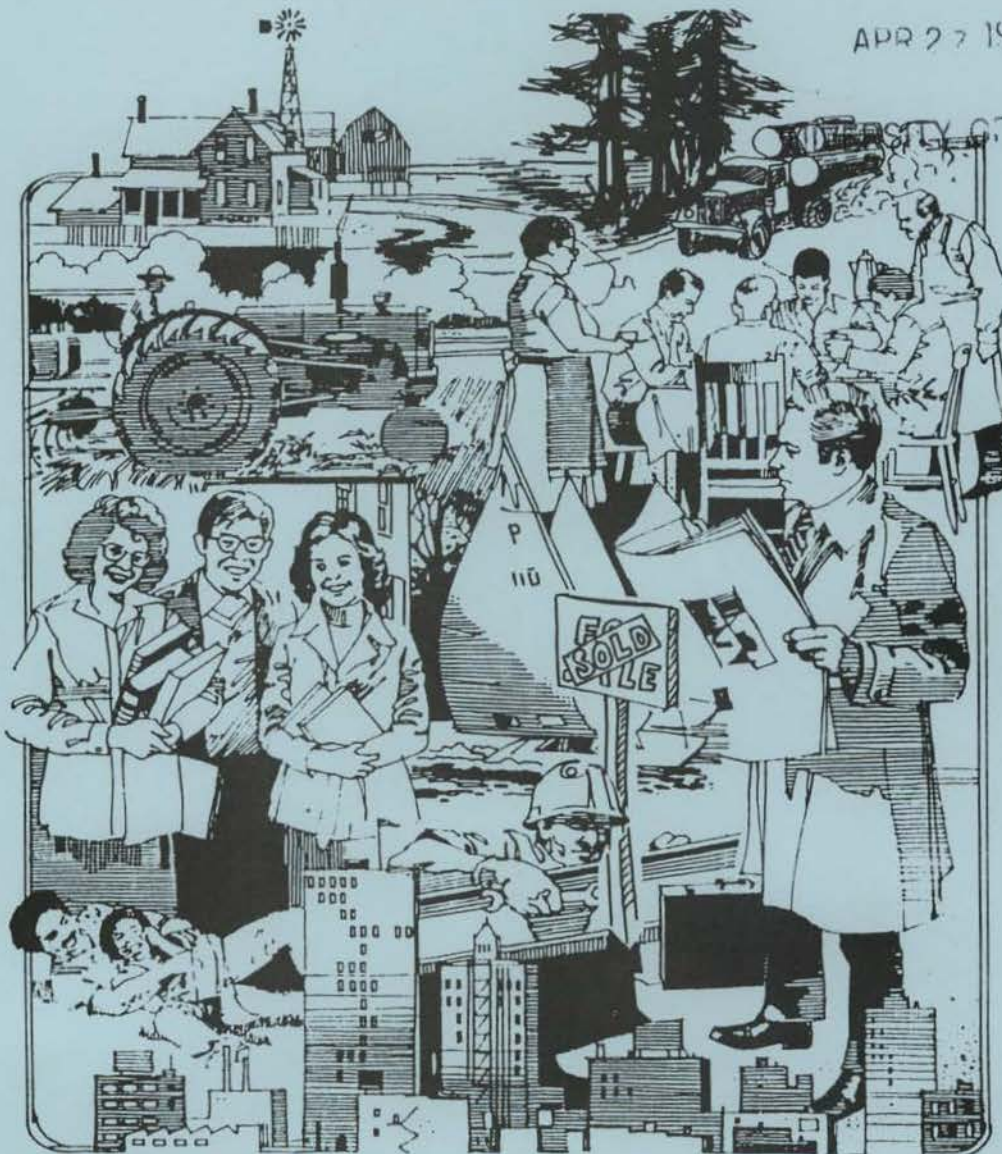
Preliminary Results from a 1988 Study

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Bulletin Overview

The natural resource-dependent economies of rural areas in nonmetropolitan states like Idaho have been feeling the brunt of rapid changes in the national and international economic arena that began about 1979. Shrinking access to world markets for agricultural products, the shift of manufacturing to third world countries and increasing technological advances have reduced labor needs in resource-based industries. The transformation of natural resource industries over time has meant declining employment opportunities in rural areas. A major national recession in 1982 accelerated an already stressed economic situation. Changing conditions impacted both individual households and local businesses, bringing about disruption and structural change in many rural communities (Brown and Deavers 1988; Henry, Drabenstott and Gibson 1986).

By late 1987, the major restructuring in all three of Idaho's natural resource industries (timber, mining, agriculture) that resulted from these changes seemed to be subsiding. Most indicators signalled that the economy was improving, although not to the extent that rural communities could expect a return to the pre-1980 situation. Rather it remains for communities dependent on natural resource industries to adapt to the changes that have occurred. This bulletin focuses on the impact of these economic and structural changes on Idaho communities and what these changes portend for the future.

Specifically, the study examines perceptions of changes occurring in Idaho communities during the past 5 years, what communities can do to improve the local economy and quality of life and what adjustments individual households have made or might make if necessary to adapt to changes occurring locally. Findings are based on the views of a statewide sample of households collected by mail questionnaire in March and April 1988.

Summary of Findings

- Over the past 5 years, the impacts of economic change have been unevenly experienced among Idaho households. Personal financial conditions have improved or have worsened for nearly an equal number of households overall. Metropolitan respondents as a group have experienced more improvement than decline in personal finances. For rural respondents the opposite is true. Those feeling the least sense of change either way reside in urban communities.
- Perceptions of economic conditions of communities, however, are more extreme depending on county resi-

dence. Nearly as many households felt the community economy had experienced increases as indicated their own household finances had improved, but a far greater number said their community situation had deteriorated than felt their own situation had declined. Here a hierarchical pattern emerges with the metropolitan area showing vastly greater increases and rural areas vastly greater declines.

- Most Idaho citizens are generally satisfied with the services provided in their community. Services cited as least satisfactory such as youth programs and activities, public assistance and welfare, maintenance of streets and roads and the availability of good jobs were cited more often by rural residents than urban or metro residents.
- The need for economic development is recognized by 2 of 3 Idahoans statewide. Variety in job opportunities and the development of new types of businesses, rather than expansion of existing rural businesses, were identified as high priority items. Nearly half of all respondents identified improvements in public school education and retraining programs for adults as high priority areas.
- Metropolitan respondents identified economic and business development activities as events or activities that have contributed to community pride. In urban and rural communities, social and environmental activities and events were more often identified as sources of pride.
- Survey respondents regardless of residence generally hold a positive view of life in their community. Nearly half indicated economic conditions could force them to move but 1 of 4 said nothing could get them to move.
- Sixty percent of survey respondents indicated a household member had sought a new or a second job or other new income in order to cope with the current economic situation. Cutbacks in vacations and other social activities were other common methods of adjustment as were increased do-it-, make-it- or grow-it-yourself activities. Medical care had been postponed by some; health insurance reduced or cancelled by others.
- Nearly half of the total sample indicated high interest in training and educational programs, especially related to specialized skills such as computer training. About a third of these indicated an interest in basic business management or entrepreneurial skill training.

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Introduction

The 1970 decade of rapid growth led many to believe that the nonmetropolitan population loss experienced before 1970 had been reversed; that prosperity would reign in nearly all rural and metropolitan communities. About 1981, however, the trend of rapid population growth and economic expansion slowed. The abrupt turn of events that followed thus came as a rude awakening.

During the early 1980's, downturns in resource-based industries (timber, mining and agriculture) coincided with a national recession. The forest and wood products industry with largely outdated mills faced the need to automate and restructure its work force. The mining and minerals processing industry reduced operations or curtailed production in response to low prices and high production costs as well as the low cost of imported substitutes made cheaper by the strong U.S. dollar. Farmers and ranchers experienced the worst agricultural depression since the 1930's. Many suffered financial stress as land values, which escalated during the 1970's with easy credit and increasing export profits, began to fall, profitability declined and debt/asset ratios increased.

Communities with economies closely tied to these basic industries felt increasing economic stress as miners, loggers and mill workers lost jobs and farmers cut back expenditures. The result was that fewer dollars turned over within communities and ripple effects were felt by main street businesses and agricultural suppliers as well as other trades and services. Predominantly rural states lagged considerably behind their metropolitan cousins in recovering from the 1981-82 recession as the financial condition of farming, mining and forest/wood products continued on a decline. Rural communities received a double dose of economic stress.

By 1985 it had become increasingly evident that permanent change had occurred within rural communities

due partially to structural changes within agriculture and other natural resource industries and partially to the restructuring of the overall national economy. It was also quite apparent that adjustments would be needed if communities dependent on the natural resource economy were to regain viability.

By late 1987, economic forecasters were suggesting that the corner had been turned; that the rural economy was beginning to improve. This study was conducted to determine how people and communities are adapting to economic and structural changes, what is being done and what will be needed to revitalize Idaho communities. It is based on a March-April 1988 survey of 2,000 households in Idaho.

Of primary interest are people's perceptions of the recent condition of natural resource-dependent rural communities compared to urban and metropolitan communities with greater economic diversification. Statistics regarding changes in employment, income and population are helpful for describing differences among communities by these categories, but the best way to understand the local consequences of, and reactions to, such changes is at a personal level.

Idaho Population and Economy

Idaho is a nonmetropolitan state having only a single metropolitan area. The Boise-Ada County metropolitan area is at the small end of the metro scale, ranking 156 out of 170 U.S. cities of 100,000 or larger (U.S. Bureau of the Census 1986). In many ways it cannot compare with the supersize metro areas of 250,000 to over 1,000,000 that dominate U.S. metropolitan centers. It does, nonetheless, offer far greater economic diversity than an urban or rural community. Just 19.6 percent of Idaho citizens live in the Boise-Ada County metropolitan area.

According to 1987 Census estimates, over 80 percent of Idaho's nearly one million people live in a non-metropolitan county. The Census places 47.8 percent in urban counties having at least one center of more than 10,000 population, and 32.6 percent in counties with no community over 10,000, termed rural¹ for purposes of this study (see Appendix Table 1).

Coterminous with sparse population is dependency upon the natural resource-based economy. In recent years, county classification systems developed by the Agriculture and Rural Economy Division of the U.S. Department of Agriculture have been useful tools for identifying and describing the economic base of rural

America (Bender et al. 1985). Such efforts draw on economic base theory² using data sets established by the U.S. Department of Commerce, Bureau of Economic Analysis and Bureau of Census. Most rural counties of the Intermountain West are heavily dependent on the three basic industries mining, forest/wood products manufacturing and farming/agriculture. For example, 32 of Idaho's 44 counties have economies predominantly dependent on these industries.³ Only 3 of these are mining dependent and 11 are dependent on forestry or wood products manufacturing. The other 18 counties fit the criteria for farm or food/processing (Fig. 1).

¹The Census Bureau designates communities of less than 2,500 population and open country as rural by default — i.e. not urban. Increasingly, analysis at the national level is based on a metro/nonmetro county determination, not community definition. A Metropolitan Statistical Area (MSA) consists of one city of 50,000 or more plus adjacent communities for a total population of 100,000 or more with a high degree of economic and social integration. Typically nonmetropolitan and rural are used interchangeably because in most states the two overlap to some extent. This is not necessarily true for Idaho. Idaho, by county designation, is primarily non-metropolitan with 80 percent of its people residing outside of just one metropolitan county. By community definition, however, 49 percent of all Idahoans are residents of rural areas.

²Assumes certain (basic) types of economic activity draw dollar income into the local area by selling goods to outside users while other (nonbasic) types provide goods and services to the basic sectors. Basic sectors include farming, manufacturing, mining, tourism, retirement and government activity; nonbasic includes trade, finance, insurance, real estate, personal and professional services, and utilities (Henry et al 1986).

³Local Personal Income data used in determining resource dependency are from the U.S. Department of Commerce, Bureau of Economic Analysis series, Volume 8, Rocky Mountain Region, 1979-84.

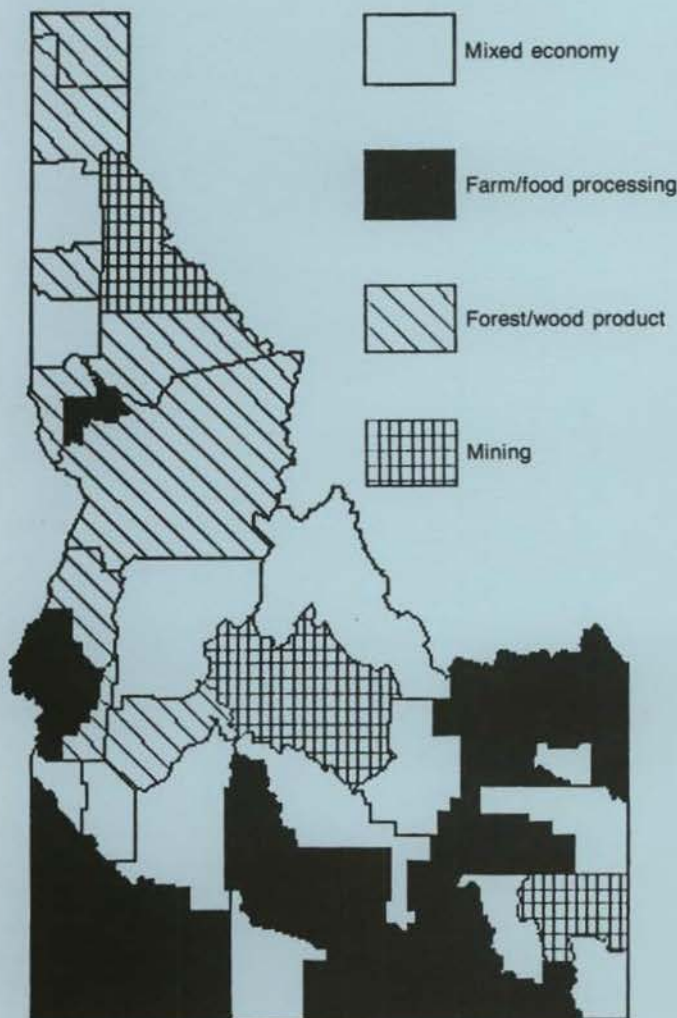


Fig. 1. Idaho counties by natural resource base (primary source of personal income), 1984.

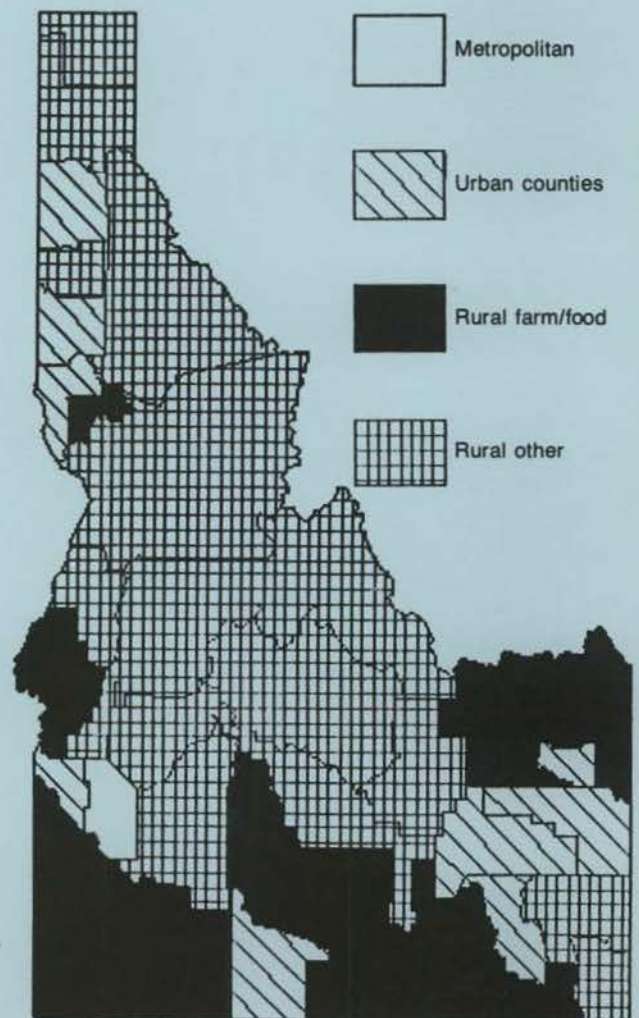


Fig. 2. Idaho counties by study group category, 1988.

The 44 Idaho counties were grouped into three classifications for this analysis:

1. Metropolitan Ada County.
2. 9 urban counties, each with a city of 10,000 or more fulfilling a trade center role and thus providing greater variety of economic opportunity for area residents.
3. 34 rural counties with no community of more than 10,000 people, nearly all dependent on a natural resource-based economy for Local Personal Income and with limited access to a diversified economy and the jobs it can provide (Fig. 2).

Socio-economic characteristics of the three groups based on census and employment figures are given in Appendix Table 1. Notable differences among the three types of counties include net migration rates, mean per capita income and percentage change from 1981 to

1986, poverty figures and average unemployment. The metropolitan area consistently registered higher economically and rural locations lower than urban areas and the overall state average.

Three indicators serve as significant measures of economic change and levels of stress among the three county groups. The first, annualized net migration rate, shows only the metropolitan area gaining population with a 0.7 percent annual migration rate, from 1980 to 1987 (Fig. 3). Both urban and rural county groups experienced net outmigration, -0.3 percent and -1.2 percent annual rates respectively during this period (Rowe 1988). Net migration rates are fairly good indicators of an area's economic health.

A second measure, change in per capita personal income from 1981 to 1986, shows that rural areas have been slower to respond to recovery after the 1982 recession (Fig. 4). Metropolitan Ada County showed a 25.8 percent increase in per capita income while the urban and rural counties of the state collectively have experienced 20.1 and 18.3 percent gains, respectively (Bureau of Economic Analysis 1988).

Third, unemployment rates at the time of the survey show similar disparities among the three groups (Fig. 5). While the state average stood at 5.5 percent, metropolitan unemployment was 3.9 percent, urban counties averaged 5.8 percent and rural counties 6.6 percent (Idaho Department of Employment 1988). Together, change in per capita income, annual net migration and unemployment are predictive of people's perceptions of community well-being based on type of county residence.

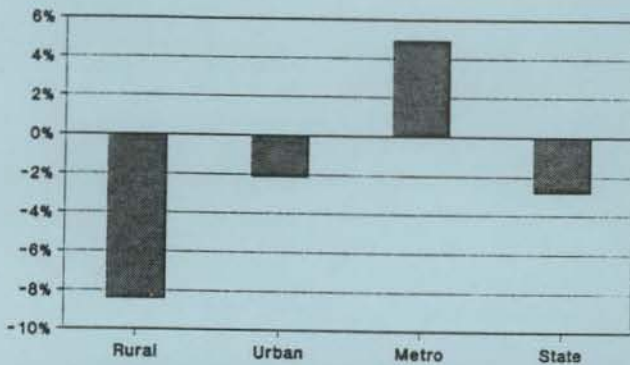


Fig. 3. Net migration percent change by study group category, 1981-87.

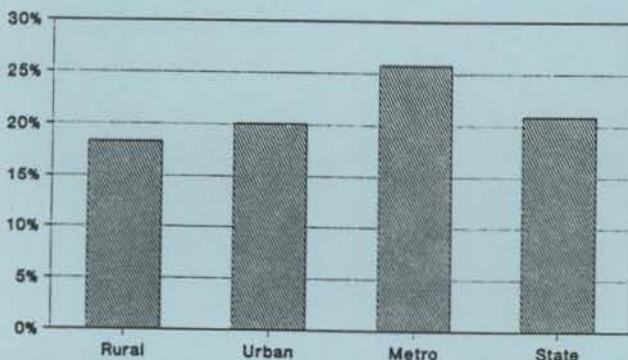


Fig. 4. Per capita personal income percent change by study group category, 1981-86.

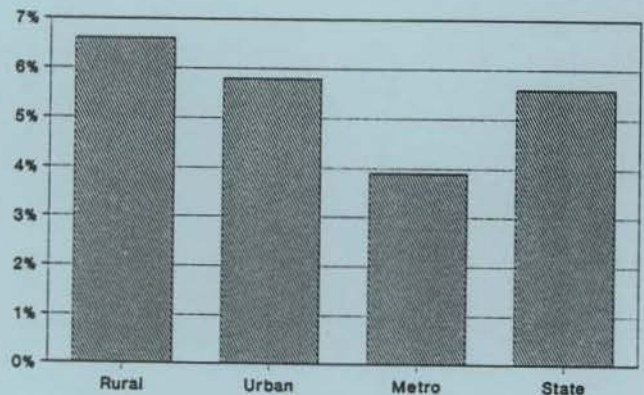


Fig. 5. Average unemployment by study group category, March 1988.

The Survey

In March and April 1988, a sample of 2,000 Idaho households was asked to respond to a mail survey designed to identify perceptions of changes occurring and improvements needed within the local community and changes in their own employment behavior as a response to recent events.

To ensure a minimum number of respondents from the various types of counties according to primary economic base, a stratified design was used to select sample households. Four study groups, the first with 200 households and the remaining three with 600 households each, were selected based on the following strata:

1. **Metro** — Metropolitan Ada County, the only Metropolitan Statistical Area (MSA) in Idaho.
2. **Urban** — Nine counties with urban areas of 10,000 or more, generally more economically diversified and thus providing more employment opportunities.
3. **Rural Agriculture** — 17 counties with communities of less than 10,000 and identified as dependent on farming or farming and food processing.
4. **Rural Other** — 17 other counties with income based predominantly on wood products manufacturing, mining, government services or mixed economies.

Households selected for the study sample were drawn systematically from all Idaho telephone directories according to the predetermined strata and proportionate to community population. The Total Design Method developed by Dillman (1978) was followed throughout.

An overall 64 percent return yielded 1,060 completed, usable responses distributed within the three categories of counties as follows: 12.1 percent metropolitan, 31.4 percent urban and 56.5 percent rural counties. The two rural categories have been combined for this study.

To make the sample representative of the state as a whole, the entire sample was weighted to the latest county population figures available. All figures given in this bulletin are based on the weighted sample, thus reflecting the truer overall state population.

Characteristics of the Sample

In general, survey respondents are considerably older and better educated and have slightly higher incomes than state Census averages (see Appendix Table 2). Senior citizens were particularly over-represented, accounting for 24.6 percent of the total weighted sample, compared with 15.3 percent of Idaho's total population over 18. Industrial composition of households within the sample is reasonably representative of the state with the professions and public administrators perhaps over-represented and construction workers and service workers under-represented. The percent unemployed is considerably less than the 5.5 percent statewide seasonally adjusted average for March (Idaho Department of Employment 1988).

Characteristics of the respondents aggregated by the three stratification groups indicate the sample does reflect anticipated group differences based on the classification profiles in Appendix Table 1. The metro subsample is younger and better educated, has higher incomes and is involved to a greater extent in trade/services, the professions and public administration. The urban subsample reflects manufacturing vocations; the rural subsample has the highest percentage of persons engaged in agriculture, forestry and wood products manufacturing jobs. The rural subgroup has more older, less well-educated individuals than either the urban or metro group. The urban subgroup holds a higher percentage of retired households than the other groups.

Survey Findings

Household Financial Situation and Community Economic Well-Being

The effect of a volatile economy on Idaho households can be seen in the nearly equal numbers of survey respondents who indicated their household financial condition had improved (32 percent), stayed the same (39 percent) and worsened (29 percent). Comparing responses based on county type, however, considerable economic disparity among households is evident, with differences found to be statistically significant (Fig. 6). Fewer metropolitan Boise respondents than urban or rural respondents indicated their household financial situation had worsened (22 percent compared to 30 percent of urban and 32 percent rural respondents). And far more metro respondents (40 percent) than urban (27 percent) and rural (34 percent) had experienced an improvement in their household situation. Interestingly, a higher proportion of urban respondents (43 percent) than metro (38 percent) or rural (34 percent) said their own financial situation had stayed the same.

Asked about their perceptions of the economy at the community level, nearly as many respondents felt business and income had increased within their community (31 percent) as indicated their household financial condition had improved (Figs. 6 and 7). A far greater percentage (56 percent), however, felt the local business and economic situation had declined compared to the 29 percent who felt their own situation had worsened.

The uneven nature of the Idaho economy becomes evident when we examine responses by county type.

“Stair step” may be a more appropriate descriptor. Perceptions of the amount of change in business and economic activity, jobs and other income sources in the community indicate that, in the eyes of citizens, a hierarchical pattern has emerged in Idaho. From metropolitan Boise with its greater economic diversity, 51 percent of the survey respondents indicated an increase had occurred. This compares with 30 percent of respondents from urban counties with trade/service center economies, and 20 percent of rural county respondents, where natural resource industries are dominant. Perceptions of decreasing activity was even more extreme. Just 33 percent of metro respondents stated that business and economic activity had decreased, compared with 69 percent of rural and 58 percent of urban respondents. The resulting view is one of a stair-step economy with rural areas reaching for the bottom rung, urban areas at mid-level and metropolitan Ada County at the top of the ladder, well above the average for the state.

Several survey questions sought views of community economic viability or well-being. Recognition of the hard times the state has been through is evident in the level of agreement respondents gave to statements related to job opportunities (Fig. 8). Statewide, 88 percent agreed that “young people leave because of too few job opportunities,” and 90 percent agreed that “more job opportunities need to be created in Idaho’s small towns.” Unemployment was considered a serious problem by 67 percent, and 60 percent agreed that “Idaho is losing its attractiveness as a place to live because of the poor economy.”

Q: During the last 5 years, has your own financial situation been getting better, getting worse or stayed the same?

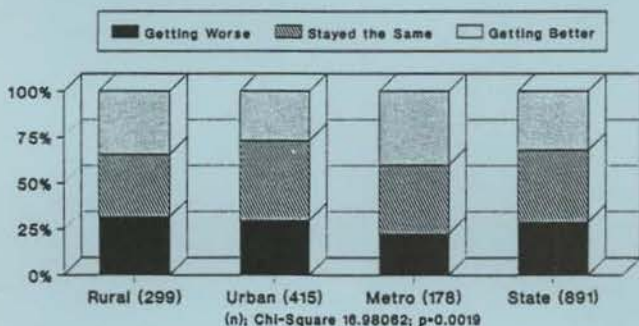


Fig. 6. Household economic well-being by study group category.

Q: What is your perception of the business and economic activity, jobs and other income sources in your community? Have these activities or sources increased or decreased over the past 5 years?

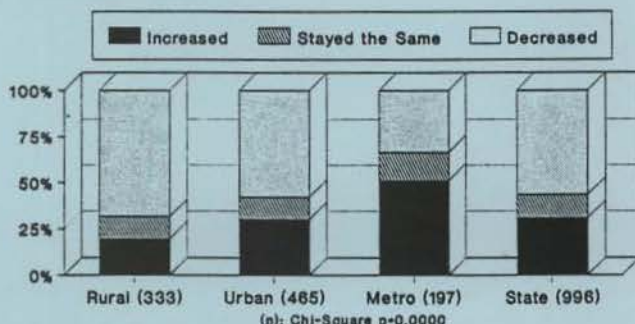


Fig. 7. Community economic well-being by study group category.

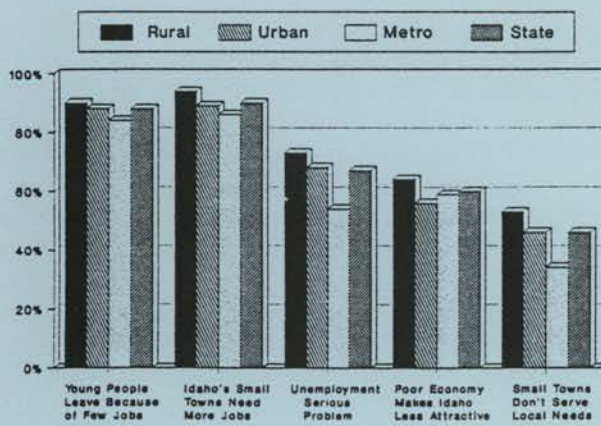


Fig. 8. General community economic well-being by study group category and percent agreement with statements indicated.

The Boise metropolitan area was viewed by its residents as being in a more favorable economic position than the remainder of the state. Similarly, residents of urban counties, those with a community of 10,000 or more, viewed their communities more positively than residents of rural counties. The statement that "small towns no longer adequately serve local needs" did not receive statewide support, however, with just 36 percent agreeing (Fig. 8). This is evidence of a continuing faith in small town life, although rural residents appear less sure of this (53 percent agreeing with the statement) than those who live in the urban and metro areas of the state (46 percent and 34 percent respectively). What is considered a small town may differ from

place to place and from person to person depending on individual backgrounds. Some newcomers to Idaho transplanted from a coastal or California metropolitan area may consider Idaho urban or metro areas small towns by comparison with their points of origin!

Business Growth and Decline

Respondent views of the types of businesses experiencing growth and decline reflect the universal trend away from goods-producing to service industries found throughout industrialized economies (Table 1). The businesses identified by all three study groups as having experienced growth are generally those that provide services. Those identified as experiencing decline, except for main street retailers, generally are producers of goods. In nearly every case, metro and urban respondents identified greater growth for quick service stores, fast food restaurants, recreation/tourism enterprises and mall businesses than did respondents from rural areas.

By comparison, two traditional rural businesses (chemical/mineral processors and lumber/wood products manufacturing) were viewed as experiencing less decline by rural than by urban and metro respondents while agricultural suppliers, farm equipment dealers and farmers/ranchers were uniformly viewed as having experienced declines in the past 5 years. Main street businesses were seen as experiencing greater decline in rural than in urban or metro areas, reflecting either a loss of purchasing power by those engaged in the basic industries of rural areas or leakage of local base dollars from rural to urban and/or metropolitan shopping centers.

Table 1. Five-year community business gains and losses.

In the past 5 years, some types of businesses in your community may have experienced growth or expansion while others may have declined. Please indicate the extent of growth or decline each of the following has experienced. [Based on mean scores: (+) Growth; (0) No change; (-) Decline.]

n =	Rural 333	Urban 481	Metro 200	State 1,014	F sign
Quick service stores	++	+++	++++	+++	***
Fast food restaurants	+	+++	++++	+++	***
Recreation/tourist enterprises	+	+	++	+	*
Banks	+	++	+	+	**
Mall businesses	-	+	++	+	***
Supermarkets	-	+	0	0	**
Auto dealers	-	+	+	0	***
Food processors	0	0	+	0	
Greenhouse/nurseries	0	0	+	0	
Clothing retailers	---	-	+	-	***
Furniture retailers	-	-	-	-	**
Chemical/mineral processors	-	--	--	--	
Construction firms	--	--	-	--	**
Agricultural suppliers	--	--	--	--	
Lumber/wood products	--	--	---	--	**
Farm equipment dealers	---	---	---	---	
Main street retailers	---	----	--	---	***
Farmers/ranchers	---	---	---	---	*

Significance based on means (not shown).

- *p ≥ .05
- **p ≥ .01
- ***p ≥ .001

Satisfaction With Community Services

Services a community provides for its citizens, in addition to the provision of jobs, run the gamut from retail sales, education, medical care and law enforcement to sanitary sewage disposal and highway maintenance. The quality of these services can add to or subtract from how one feels about his or her community and, under conditions of economic strain, may reflect either community decline or viability.

Nineteen items were included for evaluation of satisfaction with community services (Table 2). Most items received responses that clustered around general satisfaction, given a weighting of 5 for excellent, 3 satisfactory and 1 for poor. For ease of display, Table 2 shows only the percent of excellent responses weightings of 5 and 4.

Just four items failed to receive a satisfactory rating from the overall sample. These were availability of good jobs, given an excellent rating by the fewest survey respondents overall (5.5 percent), maintenance of streets and roads (11.5 percent), public assistance and welfare (24.1 percent) and youth programs and activities (24.9 percent). And just four received excellent ratings from more than half of all respondents: hospital services within 30 miles (70 percent), telephone services (52.5 percent), parks and trees (51.5 percent) and fire protection

(50.1 percent). Thus most services were rated as satisfactory by the statewide sample.

Differences in level of satisfaction emerge, however, when comparisons are made of responses by metro, urban and rural county groups. Differences were generally statistically significant ($p > .05$), once again verifying the stair-step situation among rural, urban and metropolitan areas. Only street/road maintenance was viewed as less adequate by metro than by nonmetropolitan residents. Rural residents were generally on the low end of satisfaction compared to residents of urban and metropolitan counties. Greatest disparities between rural residents and the others were in post-secondary education, youth activities and programs, medical care and facilities, communication services, retail shopping and good jobs.

Asked to peer into the near future in terms of how desirable and prosperous the community is likely to be, metro residents were decidedly more optimistic than either urban or rural residents. About 60 percent of the metro but only 23 percent of urban and 17 percent of rural felt their community would be more desirable in 5 years (Fig. 9); 63 percent of metro but just 40 percent of urban and 29 percent of rural respondents agreed with the statement that the future of the community looks bright (Fig. 10).

Table 2. Satisfaction with community services.

In your judgment, how adequate are the services available in your community? (Figures are percentages indicating excellent ratings.)

n =	Rural 340	Urban 483	Metro 198	State 1,021	F-sign
Health and welfare					
Hospital within 30 miles	56.2	72.6	87.0	70.0	***
Health services/medical care	29.3	48.6	70.5	47.2	***
Care and services for elderly	30.8	35.1	49.1	36.2	**
Child care services	25.4	34.8	36.7	32.0	
Public assistance/welfare	21.6	25.7	24.4	24.1	
Public utilities and housing					
Telephone services	40.4	56.5	63.0	52.5	***
Sanitary sewage system	32.1	34.9	35.7	34.1	
Cable TV services	29.4	40.1	45.2	37.6	***
Housing	25.3	32.1	49.6	33.4	***
Street/road maintenance	13.1	14.1	2.4	11.5	***
Recreation, leisure, aesthetics					
Parks and trees	46.4	46.8	69.2	51.1	***
Recreational facilities	37.2	42.5	59.3	44.1	***
Community appearance	27.9	35.0	39.7	33.6	*
Youth activities/programs	20.6	25.2	32.3	24.9	***
Education					
Public library	37.7	47.2	48.2	45.9	
Post secondary education	18.0	56.6	45.1	43.6	***
Public schools	37.3	37.7	45.4	39.0	
Protective services					
Fire protection	46.9	50.5	54.6	50.1	
Law enforcement	30.2	37.9	39.7	35.6	**
Economic considerations					
Professional services	21.4	42.0	47.9	36.3	***
Retail shopping	14.3	36.7	29.8	29.9	***
Availability of good jobs	1.8	5.2	12.7	5.5	***

Chi-Sq based on full 5 x 4 table:

- *p ≥ .05
- **p ≥ .01
- ***p ≥ .001

Community Improvements Needed

Given a list of items that might improve the economic condition and quality of life of the community, respondents overwhelmingly supported several factors related to economic development as needing greatest attention (Table 3). New industry, greater variety of jobs and a sounder, more diversified economic base were cited by more than 2 of 3 respondents regardless of residential group. Only for greater job variety did the percentage of responses differ significantly (63 percent metro compared with 74 percent of rural and urban categories). The only other item for which responses were not significantly different across categories was visionary or progressive community leadership. Over half of all respondents statewide indicated this should be a high priority.

Q: As you look ahead to the next 5 years, do you expect that your community will become more or less desirable?

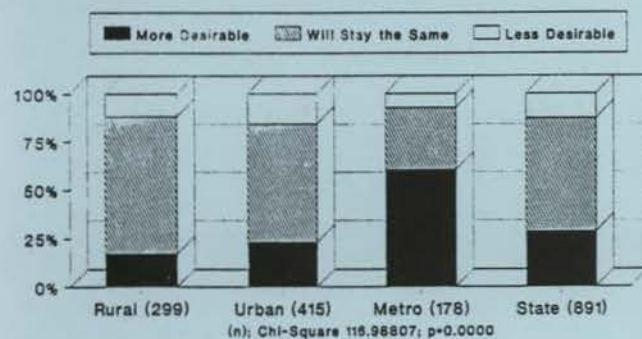


Fig. 9. Community desirability in 5 years by study group category.

How best to develop jobs and the economy produced somewhat mixed responses by county type, however. Expansion of existing businesses was given high priority by 54 percent of the respondents from the metro area, where businesses are quite diverse. Expanding existing businesses was supported by just 36 percent of rural respondents and 40 percent of urban, where fewer businesses not part of a natural resource industry are found. Recreation and tourism received a high priority rating by fewer urban respondents than either rural or urban (31, 42 and 43 percent, respectively).

Improvements in public school education as well as retraining adults for new careers were each seen as high priority by 45 percent of the total respondents. Fewer rural residents (40 percent) than urban (47 percent) and metro (50 percent) feel better schools are a high pri-

Q: Agreement with the statement, "The future of this community looks bright."

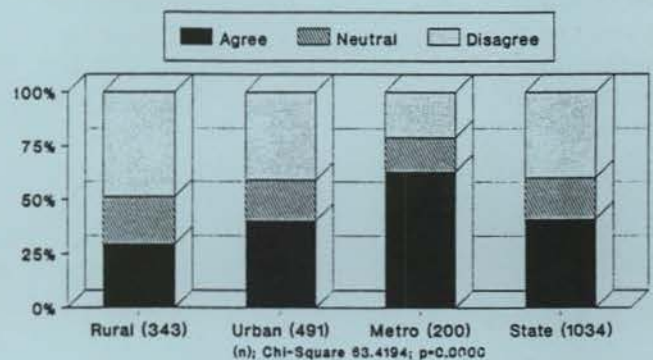


Fig. 10. View of community's future by study group category.

Table 3. Community improvements needed by approximate priority order.

For your community to improve its economic condition and quality of life, what will be needed? Indicate the priority you would place on each item. (Figures are percentages of responses indicating high priority.)

n =	Rural 338	Urban 487	Metro 200	State 1,026	F-sign
Jobs, industry					
New industry	75.3	74.8	72.0	74.4	
Greater variety of jobs	74.3	74.0	63.2	72.0	**
Sounder, diversified base	64.4	63.1	62.9	63.5	
Jobs for persons leaving farming	48.4	44.1	46.8	46.1	*
Expansion of existing businesses	36.1	40.2	53.7	41.4	**
Develop recreation/tourist industries	41.8	31.2	42.7	37.0	*
Miscellaneous					
Visionary community leadership	48.2	51.9	55.7	51.4	
Improve retail shopping	44.2	28.8	44.4	37.0	***
Child care services	18.7	17.8	25.2	19.5	***
Education					
Better schools	40.2	46.7	50.0	45.2	**
Retraining for new careers	44.5	47.9	39.3	45.1	*
Public services, utilities					
Better maintenance of city streets	29.0	45.0	52.8	41.3	***
Improve downtown appearance	31.0	32.4	52.8	35.9	***
Improve state highways	31.8	36.6	43.1	36.2	*
Improve public transportation	16.7	19.5	26.8	20.0	***

Chi-Sq based on full 3 x 4 table:

*p ≥ .05
**p ≥ .01
***p ≥ .001

ority. Retraining adults was viewed as high priority by fewer metro respondents (39 percent) than urban (48 percent) and rural (45 percent). Quite likely, this reflects the higher displacement levels in rural and non-metropolitan areas in the 1980's.

In terms of public facilities and services, metro respondents consistently place higher priority on street/road maintenance and public transportation and on the appearance of the downtown area (53 percent each item) than do their urban and rural counterparts (30 to 40 percent on average), perhaps reflecting the greater metropolitan dependence on the man-made, as opposed to the natural, environment.

Given the high priority statewide for economic development, one might assume most respondents would also place a high priority on economic growth. Just 13 percent indicated rapid economic growth would be desired, however (Fig. 11). The overwhelming majority of Idahoans, by a ratio of 3 to 1, would prefer moderate economic growth. Several persons commented that growth must be carefully planned and should accommodate the Idaho lifestyle and environment. Only 13 percent of the total sample, with a slightly lower percentage of metro (10.5 percent) than rural or urban

respondents, wants slow or no economic growth, however. Further corroborating this desire for moderate economic growth, fewer than 1 in 5 respondents overall agreed with the statement that increased growth would hurt our quality of life (Fig. 12).

Community Pride

Regardless of how difficult the economic situation, nearly 3 of 4 survey respondents (a higher percentage of metro than urban or rural) agreed that people have pride in their community (Fig. 13), and over half agreed that people work together to get things done (Fig. 14). Idaho communities overall appear to have maintained the cohesiveness generally attributed to rural life. Such cohesiveness is an important factor supporting rural or nonmetropolitan quality of life.

Well over half of the survey respondents (58 percent) named an event, occurrence or development that had occurred within the local community in the past 5 years that people are proud of or pleased about (Table 4). Items are responses to an open-ended question coded into four categories: (1) economic development or employment growth, (2) social/environmental development, (3) "don't know" and (4) "nothing." It is

Q: All things considered in communities like yours, how much economic growth do you favor?

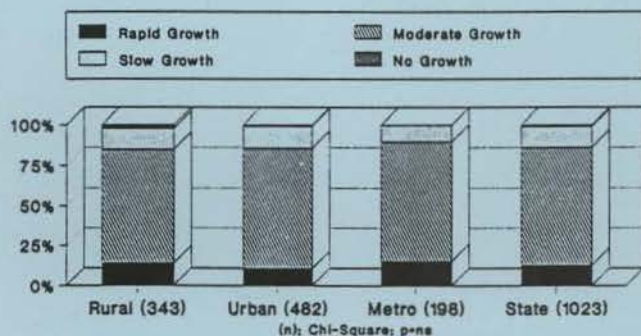


Fig. 11. Attitude toward economic growth by study group category.

Q: Agreement with the statement, "Increased growth will hurt our quality of life."

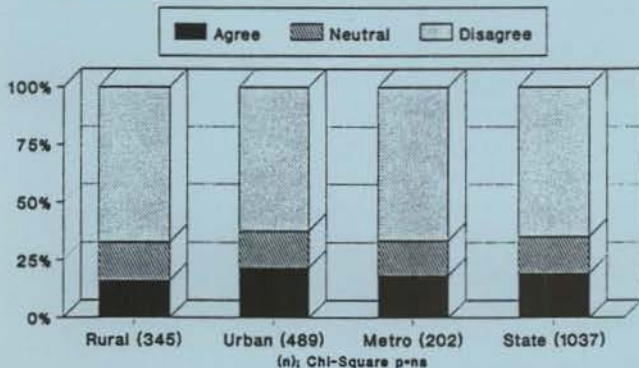


Fig. 12. View of economic growth and quality of life by study group category.

Q: Agreement with the statement, "People have pride in this community."

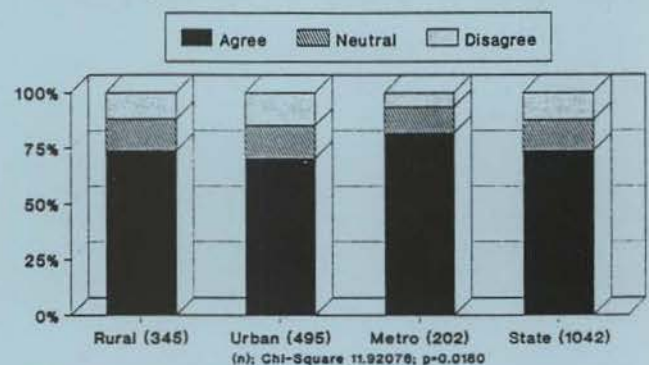


Fig. 13. View of community's pride by study group category.

Q: Agreement with the statement, "People work together here to get things done."

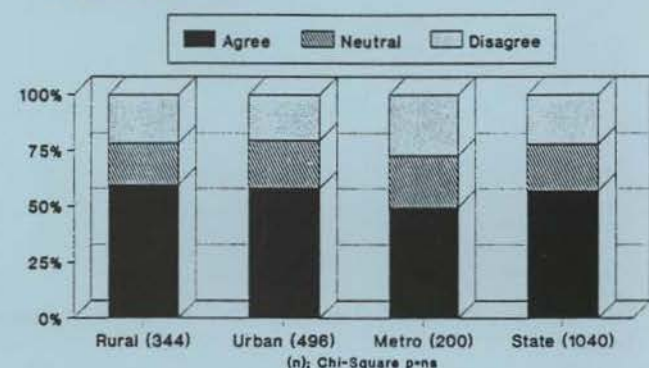


Fig. 14. View of community's cohesiveness by study group category.

important to recognize that all efforts toward community development contribute to a general sense of pride and community well-being. The third and fourth categories, however, are considered to be totally different concepts reflecting either a neutral or a negative response. Just 16 percent of the responses given to this open-ended question were in these two categories. Rural and urban respondents were far more likely than metro residents to indicate that "nothing" had happened to produce community pride (11, 10 and 1 percent, respectively).

Considerable variation is evident through a comparison of the breakdown of items people associate with community pride. For the metropolitan group, economic items provided significant pride; for the urban and rural respondents, social and environmental improvements were the greatest sources of pride.

Economic items relate directly to economic or employment growth through business expansion or job creation, tourist facilities or attractions. These items account for 28 percent of all responses but 62 percent of responses by metro residents. Expansion of trade in the form of a new shopping mall development or downtown renewal was mentioned by 53 percent of the metro respondents compared to 11 percent of urban and only 5 percent of rural residents. The development of a new regional shopping mall and recent downtown renewal efforts were consistently mentioned by Boise residents. Somewhat surprisingly, employment growth was more frequently mentioned by rural respondents than by urban or metro respondents (11, 3 and 5 percent, respectively).

The second category, social/environmental aspects, accounted for over half of all responses (56 percent). These aspects were identified by a higher percentage of rural (62 percent) and urban (59 percent) respondents than metro residents (36 percent). All ultimately contribute to the economy by adding to the quality of life, an essential ingredient to attracting and keeping people in a community. This category includes such things as successes related to public education facili-

ties or programs, community infrastructure improvements such as sewer and water systems, roads, streets, city or county buildings, improved functioning within local governmental offices, park or environmental improvements such as the development of a green belt or bike path, community events, attractions or services primarily social in nature.

People pulling together in conscientious community improvement efforts and the fact that people chose to stay rather than leave the community when times got tough are also included in this category. Such items are generally considered indicators of small town cohesiveness. Social or recreational events such as a community theme or celebration and sponsorship of a recreational event (boat, ski or balloon races) that contribute to community cohesiveness are of relatively greater importance to persons in a small community than to those living in a larger metropolitan city. These as well as improvements in social or health care services were more often mentioned by urban and rural respondents than metro.

Environmental improvements such as green belts or bike paths, landscaping or beautification were noted by metro respondents (15 percent) more frequently than urban and rural residents (9 percent each). Rural respondents mentioned pride in public school-related events sports, new superintendent, funding support to a greater extent than either urban or metro respondents (21 percent vs. 10 and 8 percent, respectively). Urban dwellers indicated community infrastructure improvements improved police or fire protection, new public buildings or facilities, sewer or water improvements, street or bridge improvements more frequently than either rural or metro residents (15, 11 and 8 percent, respectively).

Thus it is important to recognize that pride in a community consists of a variety of factors, all of which contribute to the economic, social and environmental quality of life supporting a community's development and sense of well-being. Vital communities, especially in rural areas, are more likely to be those where people have a sense of pride about events and activities that include and then extend beyond economic development.

Community Attachment and Likelihood of Moving

Studies have shown that most people like the community in which they live and are generally satisfied with the services available there. Idahoans attested to this universal attachment to community by responding positively when asked how well they like living in their community (Fig. 15). This positive response combines "would do everything possible to stay here" with "would reluctantly leave if I had to" and was higher for rural and metro than for urban respondents (78, 76 and 73 percent, respectively). Contrarily, less than exuberant responses to this question, combining the remaining three response categories, were greater among

Table 4. Happenings during the past 5 years that people feel proud of or pleased about (figures in percent).

n =	Rural 260	Urban 362	Metro 149	State 770
Economic development	19.5	19.5	61.9	28.0
Retail trade expansion	4.8	10.7	53.3	16.7
Employment/economic growth	11.2	2.6	4.6	5.9
Tourist facilities, events	3.5	6.3	4.1	4.9
Social/environmental aspects	62.3	59.2	36.1	55.5
Schools, education programs	21.4	9.7	8.1	13.4
Community infrastructure	11.5	14.6	7.6	12.0
Park/environment improvement	8.6	8.8	15.2	10.2
Community event/attraction	5.4	7.7	1.0	5.6
Health care services	4.5	6.3	2.5	4.9
Recreational event	5.8	5.6	1.0	4.7
People pulling together	5.1	6.5	0.0	2.8
Don't know	7.0	11.6	1.5	8.0
Nothing	11.2	9.7	1.0	8.4
	100.0	100.0	100.0	100.0

metro than urban or rural (20 percent vs. 16 and 15) with about 25 percent overall indicating some question or doubt about staying in this community.

Asked if anything might cause them to move away from their community within the next 5 years, an open-ended question, just 26 percent of those offering a response answered no, interpreted as sentiment expressing a strong sense of attachment (Fig. 16). A higher percentage of metro than urban or rural responded this way, although differences were not statistically significant. Nearly half of the respondents, however, cited something related to economic conditions, employment or financial considerations as possible reasons for leaving their community. More rural than urban or metro respondents listed an economic reason (49, 46 and 44 percent, respectively). Remaining responses varied from locational concerns and family considerations to health, age and retirement considerations.

Of those who thought they might leave and had some idea of where they might go, 48 percent listed a metro area in some other state, typically in the Pacific Northwest states of Washington or Oregon or the Southwest (Figs. 17 and 18). The choice of both a metro area and some part of the Pacific West was far more often given by metro than by either urban or rural respondents (67 vs. 47 and 35 percent, respectively). The second most frequently mentioned destination was an Idaho ru-

ral community of less than 10,000 people, a choice more prevalent among rural and urban than metro respondents. The Southwest was named especially by those over 65 years of age.

Household Response to Change

Moving to a new community is one way of dealing with changing economic conditions. Gaining new employment skills, starting a new business enterprise, seeking new or additional household income through a second job and curtailing expenditures are other ways of coping. With the strong attachment to community evident among Idahoans who have remained in their communities through the mid-80s, we might expect that many have used one or more of these methods of increasing income or might be interested in doing so. Findings (Table 5) are given for the full sample regardless of labor force participation since retirees are as likely as others to seek additional income and ways to reduce expenditures in times of financial stress.

Household response to community economic changes can be divided into three strategies: efforts to increase income, efforts to reduce expenses and efforts to cash in assets. The overwhelming strategy used by 60 percent of sample households was to seek new income

Q: How well do you like living in this community?

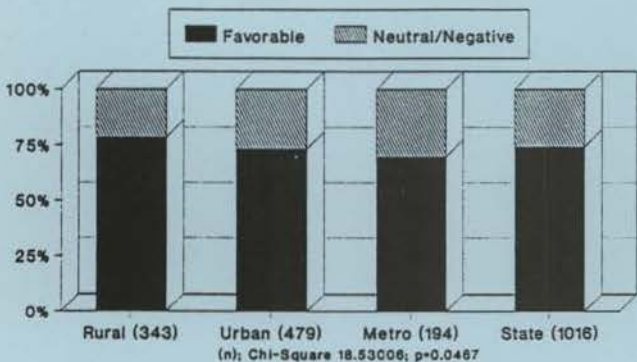


Fig. 15. Attachment to community by study group category.

Q: Is there anything that might cause you to move away from your present community within the next 5 years?

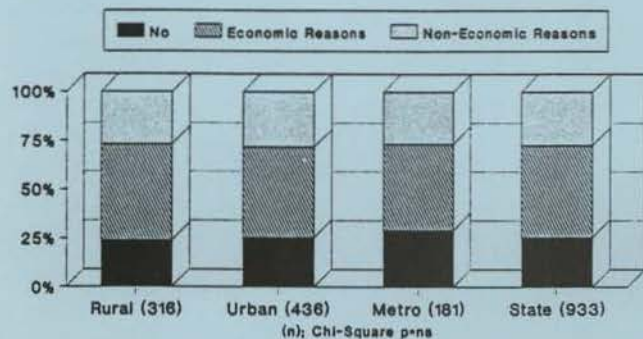


Fig. 16. Likelihood of household move by study group category.

Q: Where might you go (by city size of destination)?

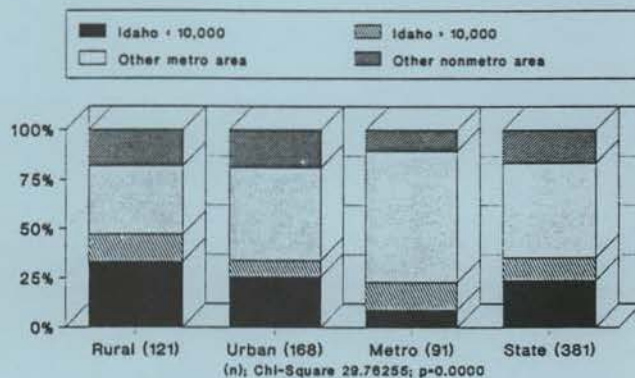


Fig. 17. Likely city size of destination if move by study group category.

Q: Where might you go (by state or region of destination)?

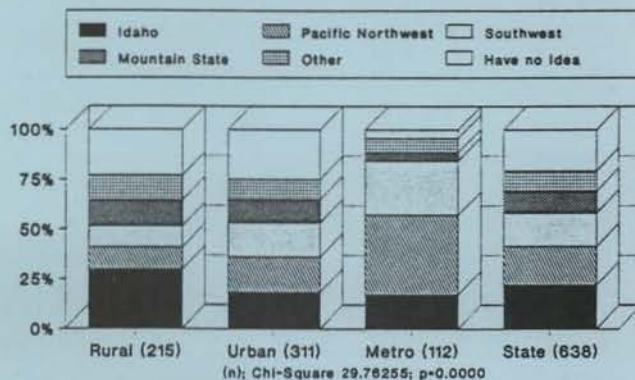


Fig. 18. Likely state/region of destination if move by study group category.

either by sending a family member into the labor force as a new worker or by one or both spouses taking a second job. Taking out a loan, mentioned by 18 percent, or increasing the use of credit, mentioned by 12 percent, are strategies less often used. Except for the use of loans, differences between county respondent types were not statistically significant.

Efforts to reduce expenditures included such things as cutting back vacations, trips and social activities (methods used by over half of all households), doing household repairs and other do-it-yourself projects or reducing utility use (mentioned by 48 percent), and reducing auto travel (40 percent). Activities frequently attributed to rural living home food production and clothing construction, bartering or trading goods or services, sharing machinery and equipment with others were used by roughly one-third of the sample and nearly as often by persons living in urban settings as by respondents from rural locations. Metro-area respondents were less likely to use these means of reducing expenditures, although differences were generally not significant. Only the use of barter/trading of goods or services, raising of meat animals and relying on game meat for family consumption were significantly different.

Table 5. Household response to change.

People adjust to changes they face in a variety of ways. Which of the following has or might your household follow if the need arises? (Percent indicating activity has taken place.)

n =	Rural 330	Urban 472	Metro 197	State 998
Efforts to increase income:				
Sought new income or job	60.8	58.7	61.1	59.8
Take out a loan	17.0	21.2	12.3	18.0*
Increase use of credit	11.9	12.5	12.4	12.3
Efforts to reduce expenses:				
Cut back vacations/trips	52.8	53.2	48.8	52.2
Cut back social activities	51.9	51.2	50.0	51.2
Rely on do-it-yourself household projects	52.1	47.8	41.3	48.0
Reduce household utility use	47.6	49.8	44.7	48.1
Reduce auto travel	40.3	42.2	35.0	40.1
Increase food preserved	40.2	38.2	29.8	37.2
Increase vegetable garden	37.2	35.0	27.0	34.2
Barter/trade goods or services	33.8	33.7	22.1	31.4*
Share machinery with others	33.8	30.7	22.1	30.3
Cut back charitable gifts	25.0	30.8	30.3	28.8
Postpone medical care	27.6	28.4	27.0	27.9
Make family clothing	25.4	22.0	18.6	22.5
Raise meat animals for family consumption	27.9	20.9	5.7	20.2**
Rely more on game meat	23.5	18.8	11.5	18.9**
Reduce/cancel health insurance	9.2	9.7	3.3	8.3
Declare bankruptcy	3.0	3.2	1.7	2.8
Move in with relatives	2.2	2.8	2.5	2.5
Default on loan	2.7	1.6	2.5	2.1
Efforts to cash in assets:				
Dip into savings	32.5	34.4	33.9	33.7
Sell large possessions	11.1	12.7	15.6	12.8
Sell property	9.4	7.3	13.0	9.1
Cash in investment holdings	9.6	8.3	10.7	9.2
Cash in life insurance	10.0	7.7	4.1	7.7

Chi-Square based on full 3 x 4 table:

* p ≥ .05

** p ≥ .001

Approximately 28 percent of the total sample, equally distributed across county categories, indicated having postponed medical care. A similar percentage mentioned having cut back in charitable giving. And nearly 10 percent of both rural and urban households had reduced or cancelled health insurance, compared to just 3 percent of metro households. While these differences were not statistically significant, the pattern of difference is nonetheless of concern. Practices of last resort included bankruptcy (used by about 3 percent), moving in with relatives (2.5 percent) and default on a loan (mentioned by 2 percent of the overall sample).

Use of savings was a common strategy followed by one-third of all survey respondents regardless of county location. Other efforts to cash in assets were less frequently called upon although over 12 percent indicated having sold some large possessions (such as a boat, automobile or recreation vehicle) and 9 percent had sold property. Finally, cashing in investment holdings and life insurance to service daily needs was a strategy used by about 8 percent overall with investment holdings more often called upon by metro residents and life insurance by rural, although differences were not significant.

Employment, Jobs and Interest in Retraining

Several questions sought to identify strategies households have used or might use to gain additional employment regardless of current labor force participation, and to determine interest in educational programs that would facilitate such activity. This set of questions drew responses from 94 percent of the sample. Overall, 38 percent of respondents had sought new income by taking a second job (19 percent) or starting a small business (17 percent) or some other means not identified (Table 6). In 42 percent of sampled households, the spouse had entered the work force or had taken a second job (9 percent of the total sample). Differences across county type were not statistically significant.

The survey asked those not presently employed at a desired level if the respondent or spouse would take full- or part-time work if available. Again responses indicate considerable interest in additional employment (Table 6). Over 10 percent of both respondents and spouses statewide show an interest in full-time employment and over 15 percent of both categories show interest in part-time employment — a total of approximately 1 of 4 households seeking an improvement in their current employment situation.

Only interest in full-time employment showed statistically significant differences across county types, with far greater interest evident in rural (14 percent) and urban (12 percent) than in metro locations (6 percent). Panel C of Table 6 breaks out this interest according to present employment status. Of respondents currently employed just part-time, nearly half (46 percent) said

they would take a full-time job if available and one-quarter would take a second or part-time job. Over 20 percent of retired respondents would be interested in a part-time job if it were available.

Finally, a set of questions asked about interest in education or training programs that might better prepare one for locating and handling additional employment opportunities. Overall, 45 percent of the survey group showed an interest in training or retraining for employment. Urban and metro respondents generally expressed greater interest in educational programs than rural respondents, which may reflect perceptions of the greater employment opportunities available in areas of greater population. Certainly rural areas are at a disadvantage in providing opportunities for adult education, thus such training programs may or may not currently be avail-

able. Quite possibly training programs are more likely to be available in more populated areas and responses may reflect this availability. Educational program areas listed in Figs. 19 and 20 (see page 16) are arranged by interest in specific job skills and management/entrepreneurial skills training.

Greater interest is evident for specific skill training than for more generalized self-employment managerial knowledge: 42 percent desiring computer skills training; 37 percent interested in analyzing job skills in general, 36 percent indicating retraining or new skill training would be of interest. Training useful by those interested in self-employment was of lesser interest to respondents although nearly 1 in 3 indicated interest in developing business management skills, home-based business or entrepreneurial skills.

Table 6. Interest in additional employment.

A. People adjust to changes they face in a variety of ways. Which of the following has your household carried out? (Percent indicating activity has taken place.)

n =	Rural 330	Urban 472	Metro 197	State 998
Respondent:				
Sought new income	36.2	40.7	34.4	38.0
Take a second job	21.1	19.3	13.0	18.6
Start a small business	19.0	16.7	16.7	17.4
Spouse				
Sought paid employment	43.3	39.0	44.0	41.4
Take a second job	11.6	7.6	9.6	9.3

Chi-Square not significant

B. If not presently employed at a desired level, would you or your spouse take full- or part-time work if available? (Full sample. Figures are percentages.)

n =	Rural 352	Urban 504	Metro 205	State 1,061	F-sign
Respondent					
Full-time	14.2	12.0	6.3	11.6	*
Part-time	16.1	16.5	11.7	15.4	
n =	280	384	139	803	
Spouse					
Full-time	10.9	12.6	5.7	10.8	
Part-time	16.4	15.9	10.3	15.1	

*Chi-Square $p \geq .05$

C. Interest in full- or part-time work by current employment status. (Figures are percentages.)

	Respondent*			Spouse*		
	n =	Full	Part	n =	Full	Part
Self employed	173	11.5	13.1	65	9.8	10.4
Full-time employed	445	6.7	7.8	229	5.8	4.5
Part-time employed	65	46.1	24.7	115	30.4	16.8
Homemaker	27	26.2	31.0	160	12.3	29.9
Unemployed	34	56.0	50.4	22	14.8	31.8
Retired	273	4.9	22.1	171	3.5	16.9

*Chi-Square $p = 0.0000$.

Q: If you or your spouse are presently seeking additional employment or income, how much interest might you have in programs designed to provide each of the following described skills?

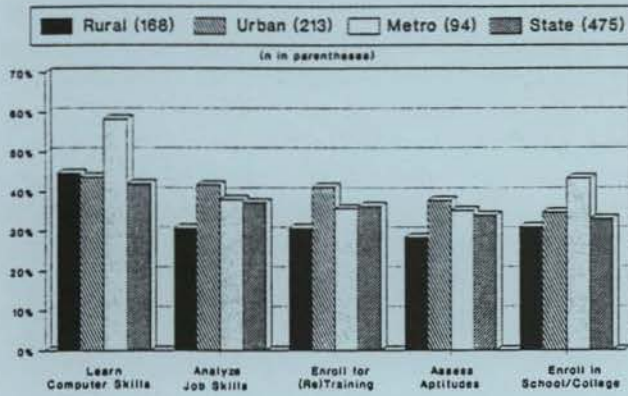


Fig. 19. Interest in educational skills training programs by study group category.

Q: If you or your spouse are presently seeking additional employment or income, how much interest might you have in programs designed to provide each of the following described skills?

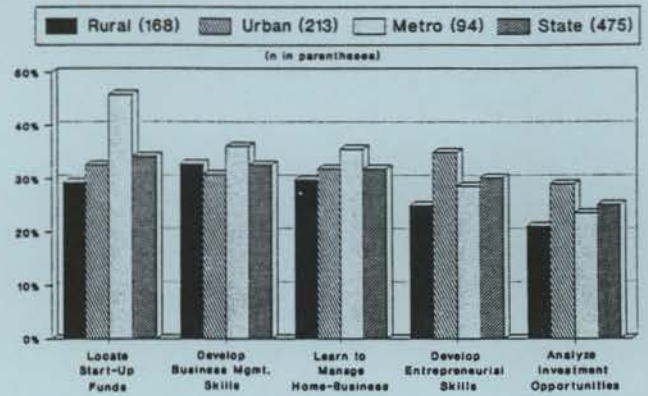


Fig. 20. Interest in educational management and entrepreneurial skills training programs by study group category.

Summary Discussion

This study compared perceptions of social and economic conditions by residents of natural resource-dependent communities with those of persons living in urban and metropolitan communities. What emerged is a stair-step situation: the one Idaho metropolitan area generally doing quite well by most indicators and rural counties consistently indicating a difficult situation exists. Urban counties were positioned somewhere between these two extremes. An overall feeling, however, especially from rural and urban respondents, was that regardless of the hard times, Idaho is home and "we will stay the course." Those who stay do so based on a commitment that goes beyond economics. Nonetheless, the majority of all residents would like to see the Idaho economy improve, especially in terms of job opportunities. Most appeared willing to do what is necessary to increase their own and their community's preparedness to bring about an improved economy.

To summarize:

Over the past 5 years, the impacts of economic change have been unevenly experienced among Idaho households, both within and among county types. Personal financial conditions have improved and have worsened for a nearly equal number of households. Metropolitan respondents as a group have experienced more improvement than stress. For rural respondents, the opposite is true. Those feeling the least sense of change either way live in urban communities. Perceptions of economic conditions of communities, however, are more extreme depending on county residence. Nearly as many respondents felt the community economy had experienced increases as believed their own household finances had improved, but far more said their community situation had deteriorated than felt their own situation had declined. Here a hierarchical pattern emerges with the metropolitan area showing vastly greater economic increase and rural areas vastly greater economic decline.

The need for economic development is widely recognized throughout the state; 2 of 3 Idahoans statewide indicate moderate or rapid growth is desirable. Variety in job opportunities and the development of new types of businesses, rather than expansion of existing rural businesses, were identified as high priority items, particularly in rural counties. This may reflect a general acceptance of the view that diversification of the econ-

omy beyond the natural resource industries is essential to rural revitalization. A diversified economy will depend on human capital development, such as through the preparation and maintenance of a well educated work force. Maintaining a strong public education system is perhaps one of the best ways a community can equip itself to adapt to change. An encouraging factor is that nearly half of all respondents do recognize that improvements in public school education and retraining programs for adults should be high priority areas.

Study respondents generally reflected a deep sense of pride in and loyalty for their local community, although metropolitan residents were more likely to relate a positive view of their community's future than either urban or rural residents. Survey respondents generally hold a positive view of life in their communities regardless of location. Nearly half indicated that if anything could force them to move, economic conditions head the list. One out of four, however, said **nothing** could get them to move. Economic and business development activities were identified by metropolitan respondents as events or activities that have contributed to community pride. Social and environmental activities and events were more often identified as sources of pride in urban and rural communities. The economic spin-off from these can generally be seen as increased tourism and/or increased dollars spent within the community.

A variety of methods are being used by households to respond to changing economic conditions. Approximately 60 percent of survey respondents indicated a household member had sought a new or a second job or other new income in order to cope with the current economic condition. Cutbacks in vacations and other social activities were other common methods of adjustment as were increased do-it-, make-it- or grow-it-yourself activities. Medical care had been postponed by 28 percent of households, health insurance reduced or cancelled by 8 percent and life insurance policies cashed in by 8 percent.

Finally, nearly half of the total sample indicated high interest in training and educational programs, especially those related to specialized skills such as computer training. About a third indicated an interest in basic business management or entrepreneurial skill training.

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Appendix Table 1. Selected characteristics of Idaho counties by group classification.

Category	Rural 34	Urban 9	Metro 1	State 44
Number of counties				
Population, migration, age, education:¹				
Total 1980 population	325,210	445,792	173,125	944,127
Total 1987 population	326,100	476,900	195,700	998,000
Annualized net migration				
Number 1980-87	-3,829	-1,257	1,157	-3,857
Percent change 1980-87	(-1.2%)	(-0.3%)	(0.7%)	(-0.4%)
Percent under 18	33.6	32.0	30.2	32.5
Percent 18 to 64	55.3	57.7	61.2	57.2
Percent over 65	11.1	9.6	8.6	10.3
Median age (1980)	29	27	28	28
Percent over 25 (1980)				
Male high school graduates	70.4	74.6	81.8	73.3
Female high school graduates	72.0	75.4	81.6	74.1
College graduates	13.0	16.9	22.1	15.8
Percent high school dropouts (1985) ²	1.4	1.5	2.7	1.8
Income and employment:³				
Per capita personal income				
1981	\$ 9,190	\$ 8,832	\$11,345	\$ 9,283
1986	\$10,874	\$10,606	\$14,275	\$11,216
Percent change 1981-86	18.3	20.1	25.8	20.9
Percent living in poverty (1980)	14.7	13.4	8.3	12.4
Average unemployment (1987) ⁴	6.6	5.8	3.9	5.6
1984 earnings (percent) from:				
Farming	15.5	7.2	1.0	8.2
All manufacturing	20.6	18.2	14.9	18.1
Mining	5.0	0.1	0.1	1.8
Government	20.4	16.0	17.9	17.9
Trade/services	34.7	52.7	54.6	53.9

Sources:

- ¹U.S. Bureau of Census, General Social and Economic Characteristics, Idaho, 1980, Current Population Estimates, 1986.
- ²Idaho Department of Employment, Bureau of Research and Analysis, Annual Planning Information Report, Idaho, 1987, Table 38, Idaho High School Enrollment and Dropouts, 1985.
- ³U.S. Department of Commerce, Bureau of Economic Analysis, Local Area Personal Income, 1979-84, Rocky Mountain Region, Volume 8, June 1986.
- ⁴Idaho Department of Employment, Idaho Employment, Vol. 32, No. 2, Jan-Feb 1988.

Appendix Table 2. Characteristics of the sample (figures in percent).

Category Sample n (weighted) =	Rural 352 (33.2%)	Urban 504 (47.5%)	Metro 205 (19.3%)	State 1,061 (100.0%)
Personal characteristics				
Age*				
20 to 35	18.0	21.2	32.5	22.3
35 to 44	20.1	19.5	17.1	19.2
45 to 54	20.0	16.2	18.7	18.0
55 to 64	16.4	16.4	13.8	15.9
65 and over	25.6	26.8	17.9	24.6
Male*				
Married*	80.9	77.5	70.7	77.4
Households w/child under 18	39.4	36.7	35.9	37.5
Households w/school age child*	21.7	14.8	20.3	18.2
Households in labor force**	70.6	66.7	79.5	70.5
Education of household head:**				
Less than high school graduate	13.7	13.6	11.4	13.2
High school or GED	30.7	23.4	18.7	24.9
Post high school or vocational school	11.7	12.5	6.5	11.1
Some college	24.8	28.6	30.1	27.6
College graduate	12.6	13.3	26.0	15.5
Advance degree	6.4	8.6	7.3	7.6
Employment status of household head:**				
Full-time	65.0	59.0	71.9	63.5
Self employed	22.5	17.1	10.7	17.6
Part-time	5.4	4.6	4.1	4.8
Unemployed	3.0	3.7	3.3	3.4
Homemaker	1.1	1.7	.8	1.3
Retired	25.4	31.0	19.8	27.0
Industry of household head:***				
Agriculture, fishing, forestry	20.5	14.3	4.0	14.5
Mining	4.4	2.0	0.0	2.4
Manufacturing	13.2	20.5	16.2	17.2
Food processing	3.2	6.2	0.0	4.1
Wood products	5.7	3.9	1.0	3.9
Trade/services/professions	48.7	49.9	64.7	56.1
Construction	9.3	10.0	8.1	9.4
Transportation, communications, public utilities	3.5	6.9	7.1	5.8
Finance, insurance, real estate	4.9	4.0	5.1	4.5
Wholesale and retail trade	14.7	14.2	24.2	16.2
Services	5.0	3.2	0.0	3.2
Professions	11.3	11.6	20.2	13.1
Government	13.2	13.5	15.1	13.6
Public administration	10.3	10.3	13.1	10.8
Military	2.9	3.2	2.0	2.8
Income in 1987:*				
Less than \$15,000	30.0	19.7	32.2	28.8
\$15,000 to \$24,999	23.7	28.2	27.3	25.7
\$25,000 to \$49,999	37.8	40.2	33.9	36.9
\$50,000 or more	8.6	12.0	6.6	8.5

Chi-Sq:

- * $p \geq .05$
- ** $p \geq .01$
- *** $p \geq .001$



SERVING THE STATE

Teaching . . . Research . . . Service . . . this is the three-fold charge of the College of Agriculture at your state Land-Grant Institution, the University of Idaho. To fulfill this charge, the College extends its faculty and resources to all parts of the state.

Service . . . The Cooperative Extension System has offices in 42 of Idaho's 44 counties under the leadership of men and women specially trained to work with agriculture, home economics and youth. The educational programs of these College of Agriculture faculty members are supported cooperatively by county, state and federal funding.

Research . . . Agricultural Research scientists are located at the campus in Moscow, at Research and Extension Centers near Aberdeen, Caldwell, Parma, Tetonian and Twin Falls and at the U.S. Sheep Experiment Station, Dubois and the USDA/ARS Soil and Water Laboratory at Kimberly. Their work includes research on every major agricultural program in Idaho and on economic activities that apply to the state as a whole.

Teaching . . . Centers of College of Agriculture teaching are the University classrooms and laboratories where agriculture students can earn bachelor of science degrees in any of 20 major fields, or work for master's and Ph.D. degrees in their specialties. And beyond these are a variety of workshops and training sessions developed throughout the state for adults and youth by College of Agriculture faculty.



Published and distributed by the
Idaho Agricultural Experiment Station
Gary A. Lee, Director

University of Idaho College of Agriculture
Moscow, Idaho 83843

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