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ABSTRACT

Sample populations from 15 Intermountain West communities (representative of population, ethnic, and employment variety) were surveyed to test the following hypotheses: (1) there is a greater degree of consensus in rural than in non-rural communities; (2) there are differences between values in rural and non-rural communities; (3) a model incorporating a number of aspects of community structure, respondent background, and respondent linkages to the community can predict a respondent's value position. The values examined (via mail questionnaires) were: intellectualism; kindness; social skills; loyalty; academic achievement; physical development; value of status; honesty; value of religion; self-control; creativity; and independence. Results indicated: consensus concerning values was not generally higher in rural communities than in non-rural ones, with the possible exceptions of physical development and the value of religion; rural communities placed a higher value on the importance of loyalty, honesty, religion, and self-control, but the remaining 8 value dimensions did not exhibit such a relationship; the model was substantiated and explained to some degree failure of the data to support the other hypotheses, since the degree of rurality was directly related to only 3 of the 12 value dimensions. It was concluded that as rural communities become more diversified, the probability of identifying a rural value system will decrease. (JC)

Rural Values and Concensus

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Rural Values and Consensus

Historically, rural sociology has taken the view that rural society is characterized by a consensus on a set of values and attitudes which are distinctive to it. Also, the view of a highly cohesive, solidary society has been promulgated. Recently, however, several sociologists have questioned whether this is now, or ever was, the case (Gross and Donohue, 1970; Warner, 1974). The present paper reports an attempt to evaluate the claims that rural society is presently distinctive from urban society on the value dimensions historically attributed to it and that there is a consensus within rural communities on these dimensions. The dimensions actually examined include solidarity of primary groups, cohesion to the community, democratic participation, and values such as self-reliance, individualism, and patriotism.

Gross and Donohue (1970) argue that the classical model of rural society has served sociologists as a benchmark. They argue, however, that urban organization, corporate farming, and specialization have all produced changes in the social organization of rural areas. Agriculture has become part of an interdependent system encompasing virtually all of society. Their concluding point is that "the United States is becoming a society with a single value system (p. 252)".

Warner (1974) also argues that rural social organization is undergoing a transition which includes corporatization and diversification. Power and resources are claimed to have their centers of control increasingly located in the hands of corporate actors. A general model of rural society must include the diversity inherent in being composed of minetowns, milltowns, and resort towns as well as agrarian communities.

The present paper represents an attempt to compare residents of rural and urban communities in an effort to determine if they differ in terms of their value concensus, their ties to primary groups, and their ties to their community. In order to attain the goal, the paper will be divided into three sections. First, a model and relevant hypotheses are described. Second, the methodology is presented. Finally, the results are presented and discussed.

1. The Model and Hypotheses

The traditional conceptualization of rural society entails two sets of hypotheses. First, it assumes a high degree of concensus concerning a collection of values. In a concerete case, this can be interpreted as a uniform belief about the desirability of some interpersonal relations or interpretations of states of the universe. One measure of uniformity of beliefs or concensus is the size of the variances of ratings. The traditional model assumes a lower variance for rural communities than for those which are urban.

Second, it assumes that the rural communities rate the desirability of the relations or states differently than do the urban ones. However, Warner (1974) contends that one weakness in the traditional model is its failure to allow for differences between farm towns, minetowns, milltowns and resort towns. Also, rural communities clearly differ in their racial composition and stratification. These differences can be expected to influence the values of residents. This suggests that an attempt to determine whether the traditional conceptualization is accurate needs to include two tests. One such test is simply an examination of rural and urban communities to determine whether mean ratings for each differ. A second test is by means of a multi-variate model taking into account ways in which rural communities differ along the dimensions suggested by Warner. Rural communities may differ in the percent of residents employed in agriculture, mining, manufacturing, and services. They may also differ in the percent representation of ethnic groups and socio-economic status of their residents, such as

age, sex, education, and occupation. A third source of differences in values of residents may result from their cohesion to the community, affiliations, information available to them, solidarity of their primary groups, and neighborliness. In the traditional conceptualization of rural society, it is often assumed that rural communities rate higher on these dimensions as well as on the value dimensions. In other words, the third source of differences may be related to the ties of residents to the community.

In summary, there are assumed to be three sources of difference in the values of residents: the type of community, the resident's background, and the resident's linkages to the community. Also, linkages are assumed to be the outcome of the type of community. The model can be diagrammed as:

Insert Figure 1 here.

2. Methodology.

A. Research Design. A quasi-experimental design was developed to evaluate the hypotheses and model developed in the preceding section. The design was effected by selection of fifteen communities. All of the communities were located in the Intermountain West. They ranged in the degree to which they were rural from small communities over one hundred and fifty miles from the nearest city of 10,000 inhabitants to SMSA's of over 100,000 inhabitants. The actual population of the communities ranged from 75,000 to 950. The communities were selected systematically so as to represent a variety in population sizes, ethnic mixtures, and dominant employment sectors.

Once the fifteen communities were selected, random samples were drawn from their current telephone listings. Two criteria were employed in determining sample size. First, the sample from each community was large enough to assure that the F test for the main effects of a two-way analysis of variance and a test

of significance of a simple Pearson's r would have a maximum α = .05 and a maximum β = .05, with an effect size sufficiently large to assure rejection of a null hypothesis about differences between a pair of communities only if ten percent or more of the variance in the dependent variable was explained (Cohen, 1974). Second, the differences in sample size between communities were proportionate to the differences in their population.

Each member of a sample was mailed a questionnaire, a cover letter, and a stamped return envelope.

The questionnaire included the following sections. Section One sought to obtain demographic information, to assess community ties, to measure community participation and perceptions of the quality of the community. Section Two was a continuation of the perception of the quality of life in the community, especially changes in the quality. Section Three of this questionnaire was used to determine alienation, powerlessness, synicism, and normlessness. Section Four measured the values of the respondent and considers the desirability of certain acts. Section Five contained items developed by Peter Rossi (1974) to determine the degree to which the respondent considers a series of acts to be undesirable. Most, but not all, of the acts are either defined legally as crimes or traditionally as immoral. Section Six evaluated the subjective quality of life of the respondent.

The majority of the items in each section were taken from measures which have been employed by social scientists and are widely validated. Once the items were selected, a pre-test of the questionnaire was conducted and was then revised prior to the main mailing. Two follow-up letters were sent at two week intervals to those who had not yet responded. The second follow-up included a copy of the questionnaire and a stamped return envelope.

The sample sizes and response rates for each community are reported in Table 1.

Table 1 about here.

The response rates indicate that 47.1 percent of those contacted returned usable questionnaires. An additional 15.5 percent of the questionnaires were returned as undeliverable. The response rate is sufficiently high to make it adequate for the analyses to be conducted.

B. Operationalization and Parameter Estimation. In order to use the data generated through the procedures described above to evaluate the model and test the hypotheses, the variables in Figure 1 must be operationalized and the model parameters estimated.

The values of variables determining community type were obtained from the United States Census for 1970. The community's location in the urban-rural continuum was determined by the population of the largest city or town in its county. In every case, with two exceptions, this was the city surveyed. Agricultural, industrial, service, and mining dominance were determined as percentages of the total work force engaged in those sectors. Ethnic composition was the percent of those over sixteen who identified themselves as being White, Black, or Indian. The percent Chicano was obtained by determining the percent over 16 with last names of Spanish origin. Poverty was measured as the percent below the poverty level in 1970. The other indicators of stratification (median income, median education, percent unemployed, and the income variance) were all taken directly from the census.

The background data were all taken directly from the survey questionnaire. Each respondent indicated his or her age, sex, family income, and years of formal schooling. The respondent also noted his or her current occupation. Each occupation was assigned a prestige score based on its Duncan Index (Duncan, 1961).

Community linkages were self-assessed by the respondents. Affiliations were measured by determining the number of clubs, organizations and community groups belonged to, the amount and type of civic activities and the attachment to the community. A total of seven items were included on the questionnaire. The items were factor analyzed to attempt to reduce the number of dimensions involved and avoid problems of multi-colinearity. The factor analysis revealed that all seven items are identifiable with one and only one factor which had an eigen value over one. Neighborliness was the respondents rating of recent changes in neighborliness on a scale from -3 (much worse) to +3 (much better). Primary group solidarity was assessed by asking the respondent the number of hours per week spent with family, the degree to which neighbors are also friends, and the degree to which friends are work associates. The latter two were placed on a seven point scale from 0 (none) to 7 (all).

Values were ascertained by using items from the personal value scale of Scott (1965). Between two and four items were included for each of his twelve dimensions: the twelve listed in Figure One. The items were simply statements such as "Upholding the honor of one's group." The respondent was asked to indicate the importance of each statement on a seven point scaled labeled from "Not Important" through "Moderately Important" to "Highly Important". The set of items for each dimension was factor analyzed. No set produced more than one factor with an eigen value exceeding one. The factor scores were used in the analysis.

Once the variables were operationalized, a series of multiple regression analyses was run on the SPSS system. In effect, assumptions of linearity of all the model relationships were made. The model was treated as a restricted path analytic structure.

3. Results

The research design and methodology described above provide information which may be used to evaluate three aspects of the issue of the distinctiveness of rural values: the degree of concensus on values, the difference between rural and urban values, and the model exploring dimensions of value differences between rural and urban communities.

The degree of concensus concerning values was measured by the variance in the value scores of the respondents. One variance was computed for each of the fifteen communities in the survey. The fifteen variances were compared to determine whether there were significant differences between them. For this, a Cochran's C was used. The variances and the results of the test are presented in Table 2. Concensus concerning the importance of loyalty and creativity does not differ among the fifteen communities. However, they do differ for the other ten values measured. The basic question then becomes whether or not these differences in concensus are due to differences between rural and urban communities. Traditionally, the degree to which a community is rural is assessed by the population of the county or the largest community in the county. Consequently, the fifteen communities were ranked on each of these criteria with a value of one being assigned to the community or county with the largest population. The two rankings were virtually identical. Hence, the rank based on county population was used to indicate the degree to which the community was rural. The community population ranks were correlated with their variances. A negative coefficient would indicate that concensus increases as population decreases. The correlation coeffecients and their significance are presented in the final two rows of Table 2. The coefficients for academic achievement and honesty have the predicted sign, but are not signficant at an acceptable alpha level. Social skills, loyalty, self-control, and creativity have coefficients with the expected sign, but are only marginally significant ($.10 \geq \alpha \geq .05$). Concensus about the importance of physical development,

the value of status, and the value of religion is higher for the more rural communities.

In summary, some of the values traditionally associated with rural society, such as honesty, loyalty, self-control, kindness, and independence, do not demonstrate greater concensus in rural communities than in those which are less rural. Of the traditional rural values, greater concensus in rural communities is exhibited only for physical development and the value of religion.

In addition to the argument concluding that rural society exhibits greater value concensus, it has been argued that the value position of rural society differs from that of urban society. One indicator of value position for a community is its mean score on the set of items measuring the value. A one-way analysis of variance was used to determine whether the means for the most rural communities fell into one set whose means did not differ significantly from each other, but which did differ significantly from those of the least rural communities, the LSD multiple range test was employed. The six most rural communities all have less than nine thousand

Insert Table 3 About Here

inhabitants and are in counties with less than ten thousand inhabitants. The other nine communities have over twenty thousand inhabitants and their counties have over 30,000. Hence, one approach is to determine the proportion of the six communities forming an LSD group and the degree to which the nine larger communities are excluded. The LSD group with the largest number of rural communities was one of the extreme groups for every value position. [One highly rural community did not fall in the rural LSD group in the case of the values of intellectualism, kindness, honesty, self-control, creativity, and independence.] This community differed from all of the others in that it is highly tourist oriented with two major, internationally famous national parks nearby. The same community fell outside the rural LSD group for the other five value positions as well. Another highly rural community, but not the same one in every case, fell outside the rural LSD group on these five value dimensions.

The fact that one of the extreme LSD groups contained a large proportion of the highly rural communities does not, by itself, indicate that rural values differ from urban ones. For a given value dimension, the rural LSD group must not contain a large proportion of urban communities as well. The rural LSD group obtained for five of the value dimensions do have fifty percent or more of their membership drawn from the nine least rural communities. The remaining seven values, including intellectualism, social skills, loyalty, academic achievement, honesty, value of religion, and self-control appear to demonstrate differences between the most rural and least rural communities. When the mean score for the most rural communities is compared with those that are least rural, the former rate the values as being much more important than do the latter.

In summary, rural communities do appear to attach greater emphasis on values traditionally ascribed to rural society such as loyalty, honesty, religion, and self-control. However, other values such as independence, physical development, and kindness are not characterized by a rural position distinct from the non-rural one.

The final step in the data analysis relevant to the problem at hand is the evaluation of the model. Tables 4, 5, and 6 contain the following: the beta (standardized slope coefficient) for each relationship postulated in the model, the F to test the hypothesis that the unstandardized slope coefficient is zero, the multiple R^2 adjusted for the number of variables entered, and the F to test the hypothesis that the multiple R is zero. The F's with asterisks are significant for an alpha of .05. If no beta or F is presented, it indicates that the independent variable either had an F or tolerance that was too low to be entered in the stepwise regression.

The results in Table 4 present the multiple regression analysis for the relationship of the community level variables with the respondent's background variables of income, education and occupational prestige. The F's for the multiple

R^2 are all statistically significant. However, the adjusted R^2 for educational level and occupational prestige is rather low. In looking at the equation for income, the only variable with a partial slope coefficient which is non-zero based on the F-test is the percent of the community which is Anglo. It's beta indicates that as percent Anglo declines, income increases. Percent Anglo, percent male, median income, and years in residence for the respondent all have F's indicating significant partial slopes for occupational prestige while median income and percent male are positive. Educational level of the respondent is positively influenced by percent male and negatively by years in residence. None of the variables distinguishing rural communities appear to be directly related to any of the background variables.

Table 5 presents the multiple regression results for the relationship between community level variables and linkages of the respondent to his/her community: affiliations, subscriptions to newspapers, primary group overlap, and neighborliness. All of the R^2 are statistically significant; however, only those for affiliations (primary group overlap and best friends are neighbors) are over .10. The measure of degree of ruralness is not related to any of the linkage variables, contrary to the model's predictions. In two cases a statistically significant partial slope was obtained, but these have values whose sign is not in the predicted direction. Percent involved in agriculture, one rural sector, is also significantly related to the same two variables, but again the sign is not in the direction predicted. A second sector, mining, is positively related to overlap of friends and neighbors. Another sector, manufacture, is negatively related to newspaper subscriptions and positively to overlap of friends and neighbors. The percent of workers in the service sector is negatively related to both neighborliness and overlap of friends and neighbors. Hence, when controlling for a variety of characteristics of the community, the percent of workers engaged in the various employment sectors do have some effects on linkages to the community.

However, the degree of rural presence only effects two, and these are not in the predicted direction.

Table 6 presents the relationship of the community type, respondent's background, and his/her linkages to the community with the selected values. The direct relationships indicate that the more rural a community, the greater the value placed on loyalty and honesty. Also, the more rural residents value social skills less. The percentage employed in the agricultural sector demonstrates the same relationships to those three values. An increase in the percent employed in mining has an effect on the importance of social skills and loyalty which is in the opposite direction of the two preceding variables. The magnitude of the beta for social skills is also much larger than for the two preceding variables. Mining is also positively related to the importance of self-control and intellectualism. Manufacture has a relationship to social skills and self-control which is similar to that of mining. However, manufacture is also positively related to the value of kindness and religion, but negatively related to academic achievement. The service sector is positvely related to the importance of honesty and negatively to kindness, social skills, academic achievement and religion. In summary, the percent employed in each of the employment sectors has a distinct impact on the values of the residents of the communities studied.

In addition, an examination of Table 6 indicates that each of the other characteristics of the community have a unique influence on the values of the residents. Hence, as rural communities become more diversified, there is reason to assume that characterizations of rural society as being homogeneous value-wise will become less and less adequate. Rural societies will become more and more diversified in their value structures.

Table 6 also reveals that each aspect of the respondent's background and of his linkages to the community has a unique pattern of influence on his/her values. Income has the most consistent influence on the set of values. Income

is negatively related to all of the value dimensions measured except kindness. The degree to which neighbors are best friends is positively related to all value dimensions.

In addition to the direct effects of the community characteristics, the model postulates the possibility of indirect influence on values through the background and linkage variables. In Table 7, the sign of the paths of each indirect effect is presented, though no magnitude is presented. Only those which are chains of significant slope coefficients are included. All of the indirect effects of degree of rurality and percent employed in agriculture are negative. Each characteristic of the community has a unique pattern of indirect effects.

An evaluation of the total model suggests that the variables included to explain the value position of respondents do explain between six and twenty-two percent of the variance. All of the multiple R's are statistically significant. The tests of significance of the slope coefficients do not reveal a single consistent pattern of non-zero slopes for all of the value dimensions: each value dimension seems to have a unique pattern of causal relationships with the independent variables.

Summary and Conclusion

The paper is an attempt to evaluate three claims about values in rural communities. 1) There is a greater degree of concensus in rural than non-rural communities. 2) There are differences between values in rural and non-rural communities. 3) A model incorporating a number of aspects of community structure, respondent background, and respondent linkages to the community can predict his/her value position.

The analysis indicates that concensus concerning values is not generally higher in rural communities than in non-rural ones. The two possible exceptions are physical development and the value of religion. Rural communities do place

higher value on the importance of loyalty, honesty, religion, and self-control. However, the remaining eight value dimensions do not exhibit such a relationship. In other words, the data do not provide support for the first two claims.

The results of the evaluation of the model suggest that the claims by Warner and by Gross and Donohue are substantiated and explain, to some degree, the failure of the data to support the first two claims. The degree to which a community is rural or agrarian is directly related to only three of twelve value dimensions. It is indirectly related to seven of the twelve. However, a variety of other characteristics of the community such as racial mixtures, and percent employed in various sectors are also related to the set of values studied. Hence, as rural communities become more and more diversified both among themselves and within the community, the degree to which there is a simple rural value system will, probably, continue to decline.

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Figure 1

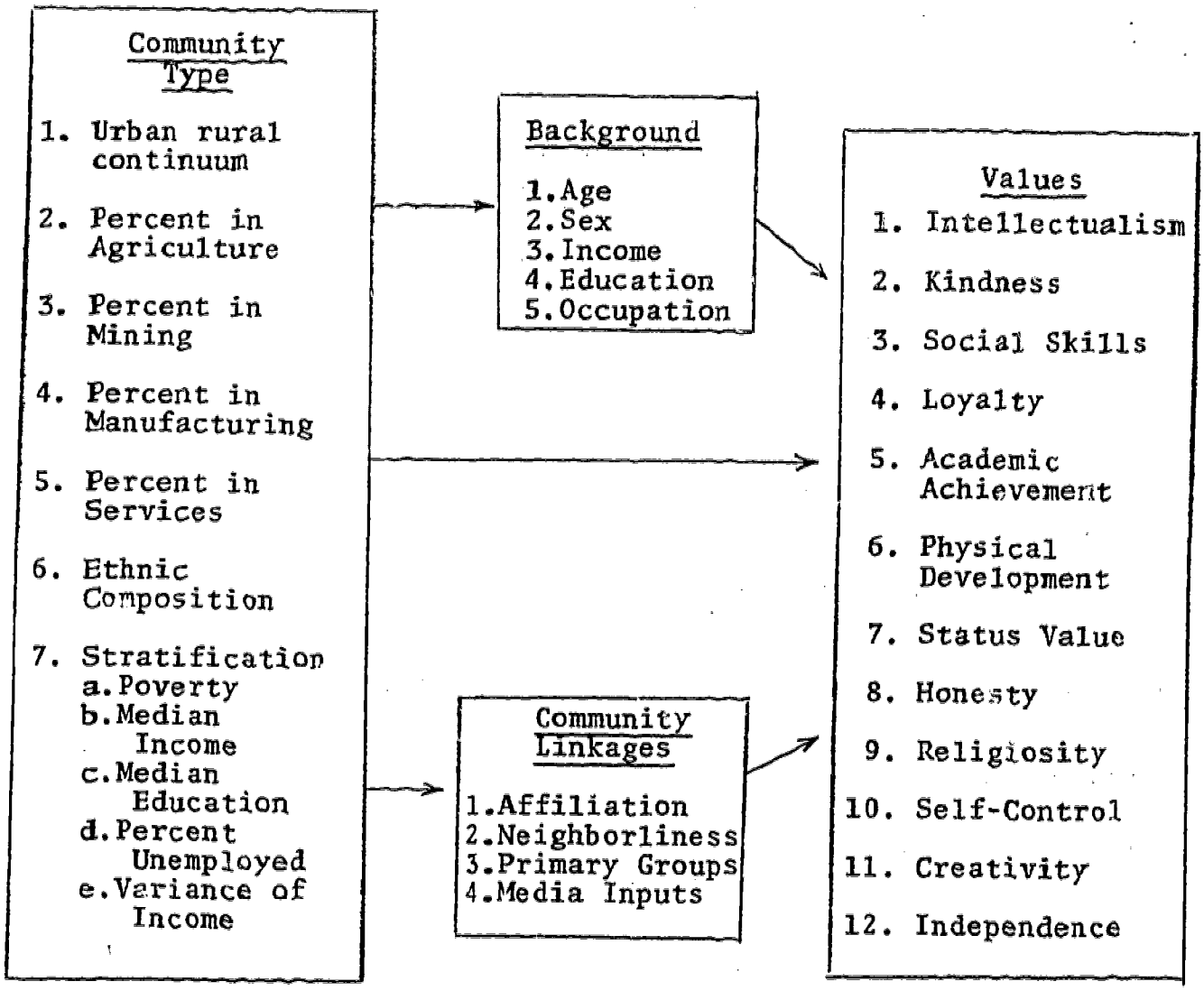
Community Type
1. Urban rural continuum
2. Percent in Agriculture
3. Percent in Mining
4. Percent in Manufacturing
5. Percent in Services
6. Ethnic Composition
7. Stratification
a. Poverty
b. Median Income
c. Median Education
d. Percent Unemployed
e. Variance of Income
Background
1. Age
2. Sex
3. Income
4. Education
5. Occupation
Community Linkages
1. Affiliation
2. Neighborliness
3. Primary Groups
4. Media Inputs
Values
1. Intellectualism
2. Kindness
3. Social Skills
4. Loyalty
5. Academic Achievement
6. Physical Development
7. Status Value
8. Honesty
9. Religiosity
10. Self-Control
11. Creativity
12. Independence

Table 1

The Response Rate for Community Residents

Community	No. in Sample	No. of Returns	Percent of Usable Returns	No. of Deceased, Moved, etc.	Percent	Total Accounted For	Total Percent Accounted For
Boise	400	169	.42	62	.16	231	.58
Cedar City	75	45	.60	10	.13	55	.73
Farmington	150	61	.41	21	.14	82	.55
Flagstaff	175	76	.43	29	.17	105	.60
Idaho Falls	250	119	.48	39	.16	158	.63
Jackson	75	34	.45	8	.11	42	.56
Laramie	150	93	.62	17	.11	110	.73
Missoula	200	104	.52	28	.14	132	.66
Montpelier	75	36	.48	11	.15	47	.63
Orem	175	83	.47	31	.18	114	.65
Pinedale	75	24	.32	8	.11	32	.43
Provo	400	198	.50	86	.22	284	.71
Rexburg	75	32	.43	12	.16	44	.59
Springville	75	37	.49	9	.12	46	.61
Twin Falls	150	69	.46	19	.28	88	.59
Other		27				27	
Total	2,500	1,207	.48	390	.16	1,597	.64

Table 2

Variances on Values

Community Rank Population	Intellectualism	Kindness	Social Skills	Loyalty	Academic Achievement	Physical Development	Value of Status	Honesty	Value of Religion	Self Control	Creativity	Independence
1	0.93	0.86	0.91	1.57	1.38	0.75	0.81	0.89	0.95	0.83	0.54	0.76
2	0.91	0.84	0.85	1.43	1.30	0.74	0.71	0.68	0.70	0.76	0.56	0.75
3	0.77	0.85	0.85	1.56	1.35	0.74	0.77	0.73	0.96	0.79	0.52	0.74
4	0.98	1.03	1.07	1.72	1.48	0.93	0.81	0.86	0.87	0.72	0.54	0.73
5	1.02	0.98	0.94	1.63	1.54	0.93	0.80	0.98	0.88	0.90	0.46	0.86
6	0.73	0.74	0.90	1.76	1.36	0.69	0.80	0.70	0.70	0.79	0.57	0.75
7	0.95	0.79	1.01	1.55	1.31	0.77	0.83	0.84	0.78	0.75	0.50	0.66
8	1.14	1.01	0.86	1.65	1.30	0.74	0.81	0.72	0.97	0.65	0.50	0.79
9	0.96	1.03	0.85	1.65	1.51	0.91	0.79	0.85	0.86	0.93	0.53	0.82
10	0.70	0.72	0.84	1.44	1.04	0.81	0.80	0.65	0.57	0.64	0.44	0.75
11	1.11	0.75	0.77	1.63	1.42	1.01	0.91	0.64	0.72	0.66	0.60	0.84
12	1.00	0.89	0.75	1.15	1.05	0.69	0.86	0.52	0.56	0.50	0.60	0.70
13	1.03	0.68	0.76	1.11	1.36	0.91	0.75	0.65	0.55	0.53	0.54	0.79
14	1.19	1.17	1.14	1.79	1.79	1.05	0.94	1.18	0.92	1.07	0.60	1.12
15	0.81	0.85	0.74	1.52	1.20	0.59	0.81	0.54	0.61	0.60	0.50	0.62
ean Variance	0.94	0.91	0.92	1.61	1.39	0.81	0.80	0.81	0.90	0.81	0.54	0.77
ochran's C	0.10	0.12	0.11	0.09	0.11	0.11	0.09	0.15	0.10	0.13	0.08	0.13
gnificance	0.02	0.00	0.00	0.34	0.00	0.01	0.02	0.00	0.02	0.00	0.67	0.00
earson's r	0.27	0.001	-.27	-.27	-.06	-.43	-.50	-.21	-.52	-.35	-.41	+.21
gnificance	0.10	NS	0.10	0.10	NS	0.05	0.05	NS	0.02	0.10	0.10	NS

Table 3

Means on Values

Community Rank Population	Intellectualism	Kindness	Social Skills	Loyalty	Academic Achievement	Physical Development	Value of Status	Honesty	Value of Religion	Self-Control	Creativity	Independence
1	-.04	-.09	.03	4.24	4.31	.07	-.06	-.08	-.31	-.02	.06	-.01
2	.11	.25	.03	4.66	4.82	.09	-.12	.18	.48	.20	.01	.04
3	+.04	-.03	.07	4.29	4.51	.06	-.17	-.01	.00	-.02	.02	.02
4	-.09	-.21	-.39	3.63	4.29	.07	.02	-.20	-.42	-.31	-.08	.06
5	-.26	-.15	-.03	3.84	4.26	-.13	-.05	-.11	-.24	-.14	-.08	..00
6	.06	.23	.02	4.28	4.52	.03	-.19	.21	.43	.10	-.05	.09
7	-.05	-.28	-.16	3.71	4.35	-.04	-.10	-.36	-.37	-.22	.09	.01
8	-.07	.04	.10	4.28	4.48	-.03	-.02	.10	-.15	.12	.09	.21
9	-.28	-.11	.07	4.38	4.17	-.13	-.17	-.02	-.11	-.05	.01	.00
10	.40	.29	.35	4.91	5.04	-.03	-.14	.23	.55	.32	.18	-.01
11	.09	.27	.33	4.57	4.43	-.22	-.31	.19	.40	.28	.04	-.00
12	-.02	.15	.27	5.03	5.00	.06	.03	.31	.58	.41	.18	.18
13	.18	.30	.40	5.17	4.83	.15	.20	.32	.50	.33	.18	.22
14	-.12	-.56	-.28	3.68	3.73	-.10	-.42	-.21	-.69	-.27	-.21	-.08
15	.17	-.13	-.06	4.17	4.67	.31	.12	.28	-.11	.20	.11	.33
verall mean	-.00	0.00	.01	4.28	4.49	0.02	-.10	0.02	0.01	0.02	0.01	0.02
-Analysis f Variance	2.00	4.95	3.54	5.74	3.43	1.19	1.63	4.93	18.06	5.10	2.186	1.12
ignificance	0.015	0.000	0.000	0.000	0.00	0.27	0.065	0.000	0.000	0.000	0.007	0.34
Rural Comm. n LSD Group n=6)* w/ argest No. ural comm.	83.3	83.3	66.7	66.7	66.7	83.3	66.7	83.3	66.7	83.3	83.3	83.3
Non-rural p LSD group /largest No ural comm.	37.5	54.5	33.3	20.0	20.0	58.3	60.0	37.5	33.3	37.5	50.0	50.0

Those w/less than 20,000 inhabitants in the county

Results of Multiple Regression on Background Variables

Independent Variables	Dependent Variables					
Community Type	Annual Income		Occupational Prestige		Education	
	Beta	F	Beta	F	Beta	F
1. Urban-Rural Continuum	.03	.19			.17	.03
2. Pct. Agric.	.02	.10	-.01	.02	.04	.00
3. Pct. Mining	.03	.17	.06	.64	-.07	.03
4. Pct. Manuf.	.02	.11	.07	.72	-.24	.21
5. Pct. Services	.05	.25	.02	.05	-.01	.00
6. Ethnic Comp.						
a. Pct. anglo	-.64	5.60*	-.59	2.20*	.76	.04
b. Pct. Black	-.08	.39	-.18	1.02	.32	.07
c. Pct. Indian	-.05	.44	-.03	.09	-.12	.24
d. Pct. Chicano	.01	.01	.04	.05	-.29	1.54
7. Pct. Male	-.01	.18	.20	51.87*	.11	13.63*
8. Stratification						
a. Pct. below poverty	.07	.35	.14	.51	-.24	.07
b. Median Income	-.12	.35	.45	4.59*	-.05	.00
c. Med. Educat.			.13	.21	-.86	.04
d. Pct. male unemployed	-.00	.01	.01	.01	.12	.24
e. Pct. Female unemployed	.01	.01	-.00	.00	-.18	.15
f. Yrs. in Resid.	.02	.44	-.	42.37*	-.16	29.90*
g. Var. of Incom.	.01	.05	-.04	.32	-.23	.12
R^2	.19	18.96*	.10	8.13*	.04	3.80*

Table 5

Results of Multiple Regression on Community Linkages

Independent Variables	Dependent Variables									
Community Type	Affiliation		# of Newspaper Subscriptions		Friends are Neighbors		Friends are business associates		Neighborliness	
	Beta	F	Beta	F	Beta	F	Beta	F	Beta	F
1. Urban-Rural contimuum	-.01	.02	-.01	.00	-.11	.48	-.37	9.59*	-.42	13.99*
2. Pct. Agric.	-.06	.87	.10	1.17	-.05	.22	-.14	2.28*	-.25	7.84*
3. Pct. Mining	.10	2.17*	.04	.28	.08	2.72*	-.01	.08	-.05	.68
4. Pct. Manuf.	-.01	.03	-.15	3.68*	.18	6.30*	-.30	.32	-.04	.20
5. Pct. Services	.01	.02	.07	.43	-.09	.62	-.34	10.56*	-.27	5.45
6. Ethnic Comp.										
a. Pct. Anglo	-.58	4.60*			.23	.29	-.07	.10		
b. Pct. Black	-.17	1.57	-.17	1.37			.83	.44	.15	1.13
c. Pct. Indian	.02	.04	-.06	.53	.11	1.94	.21	7.61*	.16	3.49*
d. Pct. Chicano	-.05	.11	-.18	1.08	-.10	.40	-.26	6.20	.32	3.21*
7. Pct. Male	-.01	.20	-.05	3.48*	-.02	.80	.01	.15	.00	.02
8. Stratification										
a. Pct. below poverty	.04	.05	.07	.09	-.25	1.26	-.21	2.53*	-.22	.84
b. Median income	-.12	.38	-.01	.01	-.38	3.19	-.83	.97	-.13	.58
c. Med. Educat.			-.23	.46	.28	.33	.67	2.90*	.65	3.73*
d. Pct. male unemployed	-.03	.29	.13	1.40	-.04	.11	-.15	2.82*	-.18	2.64*
e. Pct. Female unemployed	-.00	.00	.01	.03	-.07	1.23	.34	.53	-.08	1.83
f. Var. of Incom	.04	.46	-.04	.30	-.10	2.43*	-.42	.41	-.06	.60
g. Yrs. in Resid.	.04	2.34*	-.06	4.00*	.17	37.12*	-.02	.29	.04	2.13*
R^2	.20	19.71*	.04	4.17*	.11	10.22*	.03	2.49*	.04	3.59*

Table 6

Results of Multiple Regression on Value Dimensions

Independent Variables	Dependent Variables											
	Intellect-ualism		Kindness		Social Skills		Loyalty		Academic Achieve.		Physical Develop.	
Community Type	Beta	F	Beta	F	Beta	F	Beta	F	Beta	F	Beta	F
1. Urban-Rural Continuum	-.04	.05	-.11	1.31	-.15	2.32*	.12	5.86*	-.06	.74	.05	.09
2. Pct. Agriculture	-.06	.21	-.86	1.15	-.18	2.24*	.16	5.05*	.03	.20	.05	.16
3. Pct. Mining	.08	2.37*	.34	1.91	.83	2.78*	-.12	3.29*	-.07	.88	.05	1.06
4. Pct. Manufacture	-.07	.83	.67	1.73*	.47	1.86*	.07	1.45	-.14	4.27*	-.08	1.11
5. Pct. Services	-.07	..34	-.46	2.55*	-.42	2.22*			-.22	4.61*	-.07	.38
6. Ethnic Composition												
a. Pct. Anglo	-.52	1.39	-.41	1.20	-.55	2.33*	.47	4.04*	.27	.89	-.16	.13
b. Pct. Black			-.11	..76	-.59	1.79*	.49	13.85*	.46	10.12*		
c. Pct. Indian	.06	.49	-.12	.23	-.32	1.76*	.08	1.35	.24	8.21*	.07	.80
d. Pct. Chicano	-.27	2.93*	-.08	.11	.11	.25	-.26	2.62*	-.54	10.09*	-.15	.93
7. Pct. Male	-.01	.12	-.13	21.63*	-.03	1.25	-.05	2.85*			.06	4.15*
8. Stratification												
a. Pct. below pov.	.11	.29	-.11	1.51	-.14	2.62*	-.04	.05	.20	1.31	.20	.89
b. Median Income	.26	1.47	.61	.55	.10	1.65	-.46	5.11*	-.07	.10	.20	.83
c. Median Education	.42	.65	.51	1.46	.62	2.56*					.10	.04
d. Pct. Male unempl	.04	.10	-.91	1.53	-.12	2.80*	-.05	.85	-.04	.38	.03	.05
e. Pct. Female unem	-.03	.15	-.45	1.04	-.67	2.43*	.03	.30	.08	1.45	.02	.10
f. Variance of Inc.	-.11	2.51*	.59	.84	.84	1.76*	-.17	6.37*	-.18	6.44*	.05	.51
Background												
1. Annual Income	-.15	13.22*	-.01	.22	-.17	19.44*	-.17	18.18*	-.15	13.53*	-.18	19.26*
2. Education	.05	2.60*	.02	.43	-.07	5.98*	-.07	6.89	.04	1.76*	-.02	.35
3. Occupation	.02	.29	-.01	.17	-.01	.13	.03	.82	.06	3.85*	.04	.23
Community Linkages												
1. Affiliation	.12	2.06*	.01	.07	-.11	6.80*	-.04	.64	-.10	4.63*	-.11	6.42*
2. Neighborliness	.06	3.91*	.07	6.32*	.02	.71	.02	.31	.01	.06	.01	.75
3. Primary Groups												
a. Neighbors as best friends	.07	4.45*	.12	14.01*	.12	14.32*	.13	15.67*	.11	11.79*	.10	9.52*
b. Business Assoc. best friends	.05	2.33*	.07	5.07*	..03	.84	.04	1.84*	.01	.25	.02	.40
4. Media Inputs	.11	14.06*	-.03	1.11	-.03	.98	-.01	.20	.02	.53	.03	.76
5. Yrs. in Residence	.11	14.03	-.14	12.74*	.12	18.27	.11	15.35*			-.01	.07
R^2	.08	4.17*	.11	5.77*	.12	7.21*	.12	7.77*	.10	5.63*	.09	4.59*

Table 6 (cont)

Results of Multiple Regression on Value Dimensions

Independent Variables	Honesty		Status		Religion		Self Control		Creativity		Independence	
	Beta	F	Beta	F	Beta	F	Beta	F	Beta	F	Beta	F
Community Type												
1. Urban-Rural Continuum	.12	3.81*	.10	.92	-.12	1.69	-.13	-.21	-.12	1.63	-.04	.4
2. Pct. Agriculture	.17	5.98*	.80	.93	-.77	1.08	-.07	.38	-.10	1.60	.04	.3
3. Pct. Mining	.05	.44	-.37	1.07	.26	.25	.10	4.00*	.42	1.47	.00	.0
4. Pct. Manufacture	.06	.57	-.67	1.65	.70	2.22*	.18	6.39*	.60	1.42	-.07	1.09
5. Pct. Services	.16	6.37*	.06	.04	-.49	3.37*	-.02	.02	-.46	2.60	.10	1.43
6. Ethnic Composition												
a. Pct. Anglo	-.04	.03	.43	1.30	-.41	1.44	.82	3.82*	-.45	1.52	.23	.48
b. Pct. Black	.18	1.77*	.14	1.38	-.79	.50			-.12	1.09	-.11	.58
c. Pct. Indian	.10	2.08*	.45	3.23*	-.01	.00	.03	.16	-.16	.45	.05	.28
d. Pct. Chicano	-.13	.62	-.43	3.45*	-.36	2.88*	-.19	1.59	-.11	.22	.06	.12
7. Pct. Male	.01	.19	.07	6.55*	-.02	1.02	.04	1.63	-.06	3.97*	.04	2.34
8. Stratification												
a. Pct. below pov.	.08	.62	.11	1.47	-.94	1.30	-.03	.03	-.10	1.41	.11	.47
b. Median Income	-.17	.78	-.80	.90	.53	.49	.07	.13	.94	1.35	.05	.06
c. Median Education			-.48	1.25	.52	1.83*	.94	3.79*	.52	1.62	-.21	.84
d. Pct. Male unempl			.75	.98	-.94	1.93*	-.17	2.11*	-.10	1.94*		
e. Pct. Female unem	.03	.21	.45	.96	-.40	.93	-.12	3.65*	-.54	1.48		
f. Variance of Inc.	-.02	.08	0.59	.80	.46	.61	+.04	.32	.77	1.46	.07	1.46
Background												
1. Annual Income	-.22	31.90*	-.11	7.48*	-.16	19.83*	-.24	38.37*	-.19	22.54*	-.18	19.69
2. Education	.02	.45	.01	.11			-.01	.12	-.01	.19	-.04	1.48
3. Occupation	.04	1.89*	.03	.77	.03	1.53			.02	.51	-.01	.03
Community Linkages												
1. Affiliation	-.11	6.89*	-.05	1.04	-.04	1.09	-.11	6.97*	-.12	7.45*	.01	.01
2. Neighborliness	.04	2.48*			.07	6.73*	.05	2.72*	.07	5.31	.02	.50
3. Primary Groups												
a. Neighbors as best friends	.15	23.65*	.08	5.71*	.18	37.53*	.17	28.67*	.16	26.35*	.06	2.98
b. Business Assoc. best friends	.04	1.63	.07	5.33*	-.03	1.26	.00	.02	-.03	.97	.03	.85
4. Media Inputs	-.04	1.99*	-.01	.23	-.05	3.05*	.01	.16	-.02	.42	-.01	.18
5. Yrs. in Residence	.09	9.12*	.02	.67	.05	3.76*	.05	3.55*	.12	18.02*	.07	6.12
R^2	.15	9.83*	.06	3.02*	.22	14.84*	.16	9.95*	.11	6.86	.08	4.53

Table 7

Indirect Effects of Community Type Variables on Value Dimensions

Exogenous Variable	Value Dimensions											
	Intellect-ualism	Kindness	Social Skills	Loyalty	Acad. Achie.	Phys. Dev.	Honesty	Status	Religion	Self Control	Creativity	I:
1. Urban-Rural Continuum	- -	- -		-			-	-	-	-		
2. Pct. Agric.	- -f	- -		-			-	-	-	-		
3. Pct. Mining	+ +	+	- +	+	- +	- +	- +	+	+	- +	- +	
4. Pct. Manufa.	- +	+ +	+	- +	+	+	- +	+	- +	- +	- +	
5. Pct. Services	- -	- -		-			-	-	-	-	-	
6. Pct. Anglo	+ -		+ +	+	+-+	+ +	+ - +	+	+	+ +	+ +	
7. Pct. Black												
8. Pct. Chicano	+	+					+			+	+	
9. Pct. Indian	+ + +	+ + +	+	+ +	+	+	+ +	+ +	+ +	+ +	+ +	
10. Pct. Male	+ -		-		+ +		+ +		+			
11. Pct. below poverty	-	-		-				-				
12. Median Income	-	-	-	-	+ -	-	+ -	-	-	-	-	
13. Med. Education	+ +	+ +		+			+	+	+	+		
14. Pct. Male Unemployment	- -	- -		-			-	-	-	-	-	
15. Pct. Female Unemployment	-	-					-		-	-	-	
16. Income Variance	-	-	-	-	-	-	-	-	-	-	-	