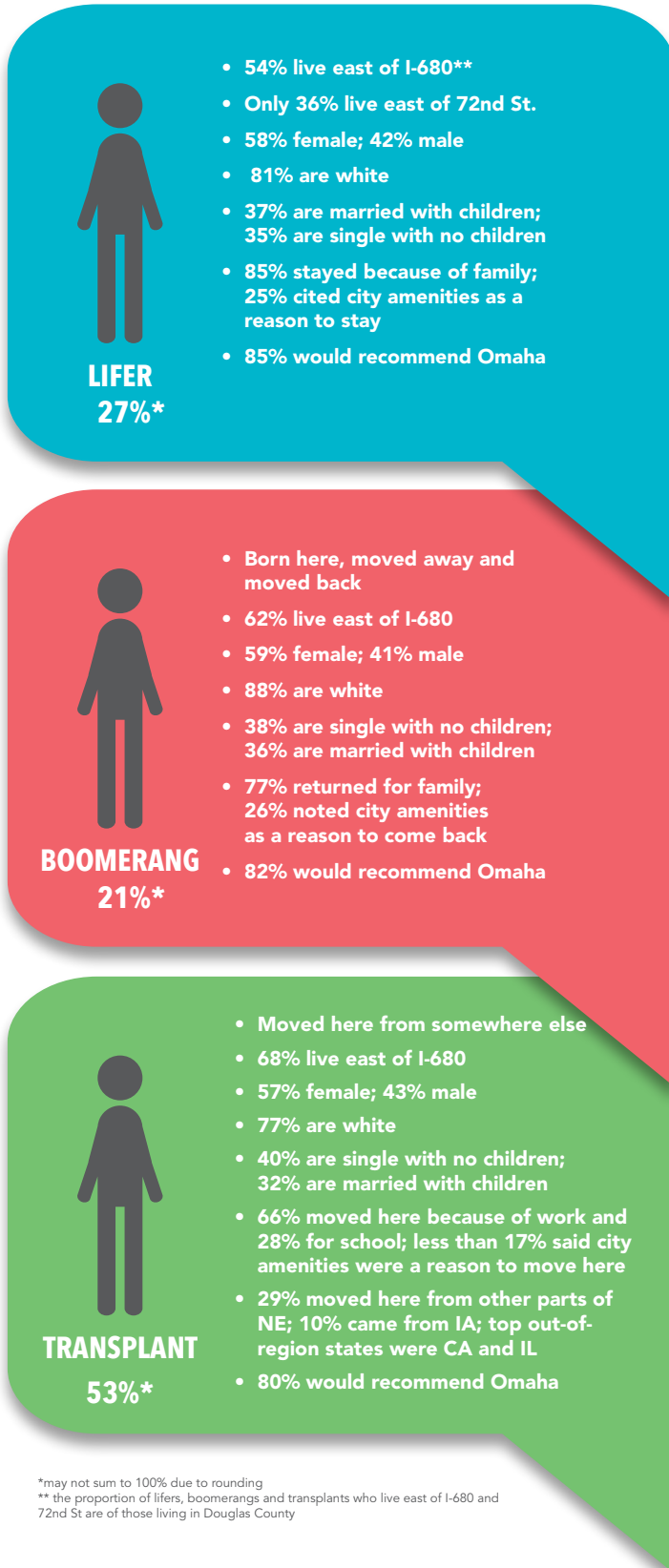


YPs who replied to the survey can be divided into three main profiles\*:



\*may not sum to 100% due to rounding

\*\* the proportion of lifers, boomerangs and transplants who live east of I-680 and 72nd St are of those living in Douglas County

**An online survey of young professionals in Greater Omaha was conducted between April 8 - Aug. 7, 2015.**

**The purpose was to collect data and opinions on the current state of the community as it pertains to Greater Omaha young professionals (YPs).**

## KEY FINDINGS

### Greater Omaha's YP demographics are shifting.

By 2040, minorities are projected to represent 39 percent of the Greater Omaha population — an increase from 21 percent in 2010 (source: U.S. Census Bureau, Woods & Poole Economics, Inc.). That demographic shift is already happening and can be seen in the survey. Minorities represented nearly 27 percent of those aged 20-24 who responded to the survey—almost 10 percent more than in ages 25-40.

### Black YPs in Greater Omaha are far less likely to recommend Omaha than any other race.

The odds that a black YP would recommend Omaha was 5-6 times less than any other race studied. Some Omahans are aware that black YPs have a different experience than their white counterparts. This survey result indicates that their experience may be more disparate than we thought.

### Greater Omaha remains primarily a place for families.

Omaha is a great place to live for married couples with families, but the experience could be improved for YPs without children. Case in point: according to the YP survey, the odds that a married person with children would recommend Omaha is 30 percent higher than a person (single or married) without kids.

### The most important values to Greater Omaha YPs are education and civic vitality.

While YPs indicated many values were important to them, the top two values were to access life-long education opportunities from cradle to grave and the civic vitality of Greater Omaha, with healthy lifestyles made possible through many public recreation options, access to healthy foods.

# 2015 CAMPAIGN FOR A GREATER OMAHA

As part of the Your Omaha 2020 vision process, the Greater Omaha Chamber's Young Professionals Council conducted an online survey of young professionals in Greater Omaha between April 8 and Aug. 7, 2015. The survey returned 1,469 total respondents. Distribution of the survey was primarily through YP groups and partner organizations via email, online deployment and community events.

**THE PURPOSE** of the survey was to collect data regarding YPs in Greater Omaha and their opinions on the current state of the community as it pertains to them. The information gathered is useful in determining the key concerns of this demographic and understanding what progress has been made toward the Your Omaha 2020 vision.

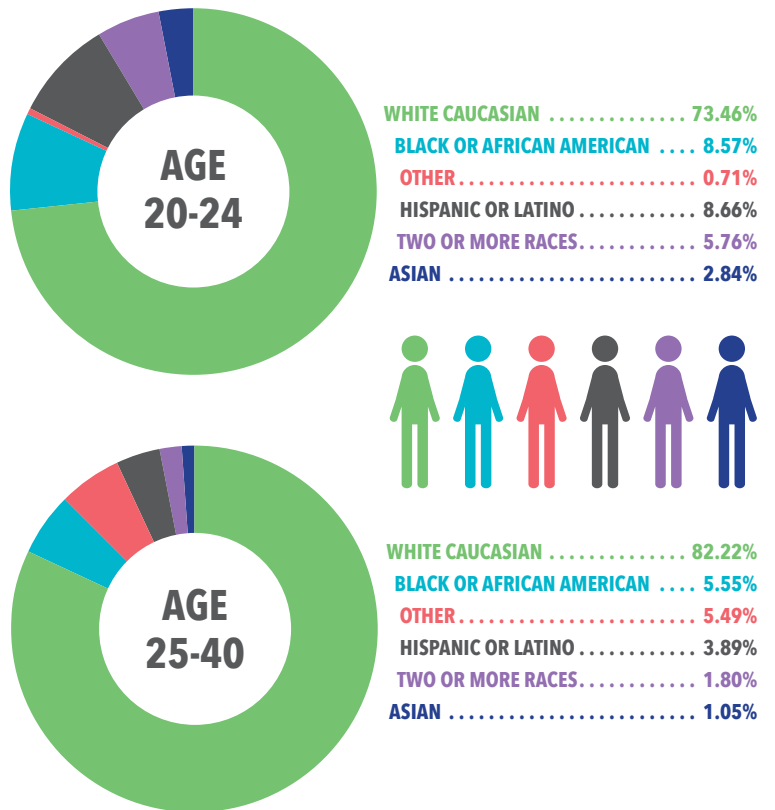
**MOVING FORWARD**, the Greater Omaha Chamber Young Professionals will use this data to evaluate the values and perceptions of YPs in Greater Omaha, with the goal of identifying areas of improvement needed to achieve Your Omaha 2020 and position Greater Omaha as a compelling and mutually-beneficial community where young professionals want to live, work and play.

*This survey was not conducted under scientific conditions and sample control was not as high a priority as ensuring that a variety of viewpoints and backgrounds were represented.*

## RESULTS - DEMOGRAPHIC OVERVIEW

Based on the distribution of the survey, respondents' demographics varied across gender, age groups, employment/education and reasons for living in Greater Omaha. Of the respondents, 87 percent were "young professionals" (YPs) – those between the ages of 20 and 40 and living in the Omaha Combined Statistical Area (CSA). The analysis will focus on this demographic.

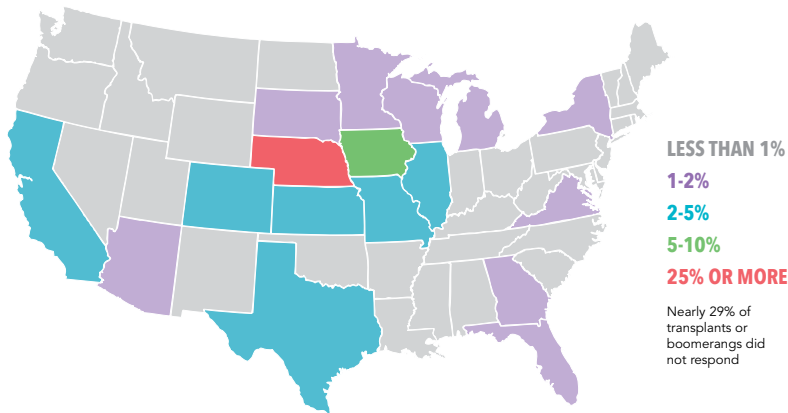
YP respondents were split 60/40 female-to-male and predominately white by a significant margin. **Here's the makeup of respondents by race and ethnicity.**



However, by 2040, minorities are projected to represent 39 percent of the Greater Omaha population – an increase from 21 percent in 2010 (source: U.S. Census Bureau, Woods & Poole Economics, Inc.). Indicators of this shift were found in the survey data, as minorities represented 27 percent of respondents in the 20-24 age-band versus 19 percent of respondents ages 25 to 40.

Looking at employment and education, more than 60 percent of YP respondents work in professional, scientific, or technical services, finance and insurance, healthcare and social assistance, educational services or information. They are two times more likely to have a bachelor's degree and three times more likely to have a more advanced degree when compared to the Greater Omaha population. Additionally, 7 percent of YP respondents are self-employed.

Among YP respondents, more than 50 percent moved to Greater Omaha from another city/state, stating work, family or schooling as reasons why they moved here. Overall, only 21 percent of YPs stated city amenities as the reason why they live in Greater Omaha. **The following graphic illustrates this distribution and from which states YPs originated.**



82 percent of YPs would recommend Greater Omaha as a place to live, work and play. Also, while YP respondents who were married or living with a partner were the most likely to recommend Greater Omaha, 76 percent of singles (with no children) would recommend Greater Omaha.

## RESULTS - INDIVIDUAL VALUES AND PERCEPTIONS

YP respondents were asked to evaluate the importance of the following nine values, which were identified during the Your Omaha 2020 survey from 2010:

- **Arts/Culture**
- **Civic Vitality – vibrant, healthy community with public recreation options, access to healthy foods**
- **Community Development – transparent, public participation in finding solutions to neighborhood issues**
- **Community Engagement/Involvement**
- **Education – life-long learning, in addition to accessible traditional education**
- **Inclusivity/Diversity**
- **Innovation/Entrepreneurship**
- **Multi-Modal Transportation**
- **Public Engagement – elected officials hear and understand individuals’ voices**

From an individual values perspective, YP respondents identified education and civic vitality as having the highest importance to them. However, respondents also provided their perception on how well Greater Omaha supports all values.

When looking at the perception of all values against the importance of each, three areas were identified as opportunities for improvement: multi-modal transportation, public engagement and inclusivity/diversity.

Areas that YPs perceived had the highest support in Greater Omaha were the areas of innovation/entrepreneurship and arts and culture. For innovation/entrepreneurship, 73 percent felt that Omaha supports it and for arts and culture, 75 percent perceived that Omaha supports it.

## NEXT STEPS AREAS OF FOCUS

Reviewing the last five years, YPs and the Greater Omaha community have come a long way since the proposal of Your Omaha 2020. However, our attention is focused on the future and continuously working to achieve and exceed expectations for 2020.

**What’s next? The following three areas of focus have been identified.**

1

DRIVE AWARENESS, IMPROVEMENT AND ADVOCACY FOR EDUCATION AND CIVIC VITALITY WITHOUT LOSING TOUCH WITH OTHER AREAS IMPORTANT TO YPS.

2

DEVELOP A PLATFORM TO FACILITATE AND PROMOTE INCLUSIVITY AND DIVERSITY ACROSS THE GREATER OMAHA COMMUNITY.

3

ENGAGE EXISTING AND NEW DEMOGRAPHICS OF YPS BY PROVIDING RESOURCES TO HELP ATTRACT, RETAIN AND DEVELOP TALENT IN GREATER OMAHA.

## **About Greater Omaha Chamber Young Professionals**

The Greater Omaha Chamber Young Professionals are a program of the Greater Omaha Chamber. They serve as a catalyst to retain and attract young professionals to the area through engagement, opportunity and advocacy. Advocating for a stronger community in a number of key areas: arts and culture, community development and transit, diversity and inclusion, entrepreneurship and public engagement.

## **About Your Omaha 2020**

In 2010, Your Omaha 2020 was conceptualized by the Greater Omaha Chamber Young Professionals a program of the Chamber. This vision provided a roadmap to solutions for the ever changing, rapidly growing, diverse and connected YP community in Greater Omaha.

Visit [OmahaYP.org/survey](http://OmahaYP.org/survey) for more information about the Campaign for a Greater Omaha.



1301 Harney St. • Omaha, NE 68102  
[OmahaYP.org](http://OmahaYP.org)