GREATER OMAHA CHAMBER

2025 BAROMETER

An economic scorecard of the Greater Omaha region.

Contents

Introduction

The Insight

Understanding where Greater Omaha stands is not just an exercise in reading charts and rankings—it is about seeing clearly where we are in the race for the future. The newly revised 2025 Greater Omaha Barometer, produced in partnership with the University of Nebraska–Lincoln's Bureau of Business Research, provides that unflinching view. This Barometer measures how our region stacks up against 22 peer and competitor metros—regions that are chasing the same jobs, the same talent, the same investment, and ultimately the same long-term prosperity.

The Barometer is more than a report card; it is a valuable insight into where our focus and resources should go toward. It reflects the progress we have made and the areas where we are falling behind. Drawing on 50 data points across nine indexes, it gives us both the good news and the hard truths. And the truth is, while Omaha's strengths are real and substantial, our overall competitiveness ranks us in the bottom quarter of these metro comparisons. That reality must be confronted with urgency and determination.

When we look at this data, we see where our strengths are: Greater Omaha is leader among the comparison metros in quality of life, ranking eighth overall, with top-tier scores for cost of living, public safety, and arts and culture. Our economy is productive, resilient, and profitable. We are outpacing these metros – and the nation at large – in GDP growth, keeping down industrial energy costs, and demonstrating strong outcomes in unemployment, poverty reduction, and closing the gender earnings gap. These are the markers of a region where companies thrive, families flourish, and opportunities abound.

But the Barometer also shines a light on uncomfortable truths. We are not growing our workforce fast enough. We are not retaining enough of our college graduates. We are not adding jobs or raising private sector wages at the pace needed to stay competitive. High tax burdens and educational attainment gaps weigh us down further. The evidence is clear: our businesses are productive, but our population and job growth are too slow. And in today's competitive environment, standing still means falling behind.

The stark reality is that Greater Omaha must grow faster—faster in employment, faster in wages, faster in residents.

That is the challenge before us.

But if this Barometer offers a tough diagnosis, it also points us toward our plan for the future.

The Path Forward

We know that with focus, collaboration, and determination, we can harness our strengths and tackle weaknesses head on.

Based on the 2024 Barometer data, we took action earlier this year with the release of our new economic development strategy for 2025-2027, *A Greater Omaha*, which builds on our advantages while addressing the areas that threaten our long-term competitiveness. Now is the time to sharpen our focus on three key areas: growing and retaining talent, accelerating business growth, and positioning the Omaha metro more boldly on the national stage.

What does all this mean in light of the shortcomings identified in this year's Barometer?

It means investing in groundbreaking research that seeks to understand why "brain drain" is happening in our region and how to effectively address it.

It means giving Nebraska and the metro area stronger and more innovative economic development tools to compete for new-to-market companies and help our existing employers expand operations and opportunities right here compared to other states.

It means developing and advancing the boldest public policy agenda our region has produced through our *Omaha COMPETES* initiative. From City Hall to the State Capitol to Washington D.C., economic development and workforce policy must be top of mind for our elected officials in order for us to create a "pro-growth" environment and compete against the best of the best.

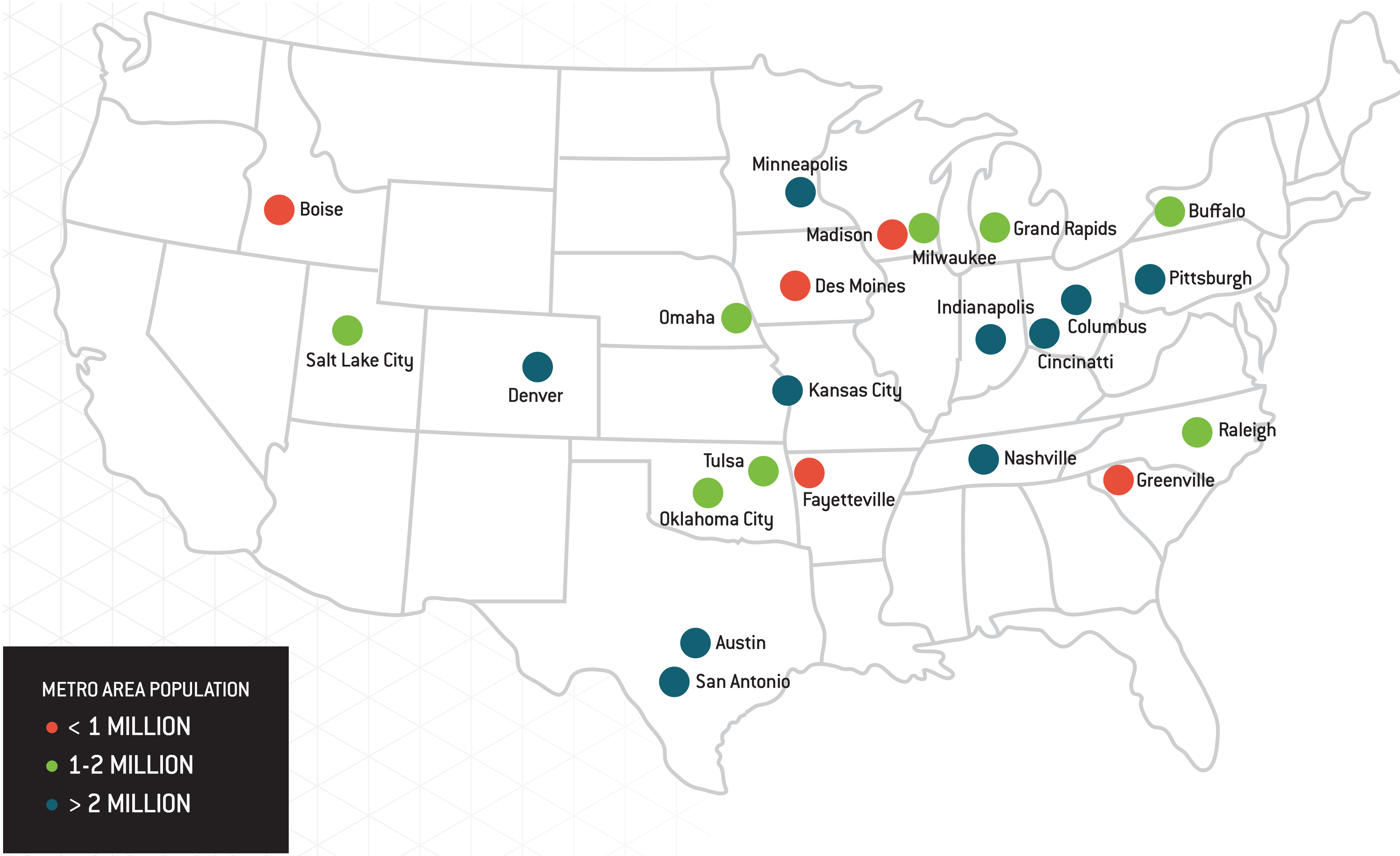
All of these efforts in concert with other innovative strategies and ideas from partners and stakeholders, will help us attract more people, recruit more jobs, expand more existing businesses, and create the conditions for faster overall growth.

Greater Omaha has always been a region that refuses to accept limits. The message from this year's Barometer is clear: our future competitiveness will not be given to us—it will be earned, together.

To read our economic development strategy, please visit:

omahachamber.org/greateromaha/

Comparison Cities



2025 Results

The 2025 Barometer compares the economic performance and characteristics of Greater Omaha with 22 other metros to reveal strengths and opportunities for growth. Throughout this report, rankings are shown relative to the 23 cities included in the study. Greater Omaha continues to perform competitively when compared with these high-performing metros in the areas of quality of life, entrepreneurship and innovation. Our forward progress, while ongoing, continues to be outpaced when measured relative to the majority of the Barometer's comparison cities.

Maintains overall rank of 18th with a score of 96

- Omaha is slightly below the U.S. average
  - 4% below the U.S. for the overall index
- Ranks ahead of four mid-size metro areas in the Plains and Industrial Midwest regions: Des Moines, Buffalo, Milwaukee and Grand Rapids
- Metro areas in the Mountain West, Texas and Mid-South have the highest rankings: Denver, Nashville, Salt Lake City, Austin and Raleigh

#18

OUT OF THE 23 METROS INCLUDED

133	Denver
125	Nashville
123	Austin
122	Salt Lake City
114	Raleigh
112	Madison
109	San Antonio
105	Indianapolis
104	Oklahoma City + Boise + Minneapolis
101	Fayetteville
100	US
	Pittsburgh + Kansas City
98	Cincinnati + Tulsa + Columbus
96	**GREATER OMAHA**
95	Greenville
92	Grand Rapids
88	Milwaukee
86	Buffalo
85	Des Moines

2025 Omaha Index Ranks

#13	GROWTH
#13	INCLUSIVITY
#20	HUMAN CAPITAL
#11	INNOVATION
#11	ENTREPRENEURSHIP
#13	INFRASTRUCTURE
#15	BUSINESS COST
#8	QUALITY OF LIFE
#14	PRIVATE CAPITAL

- Rankings rose in three indexes:
  - Entrepreneurship: Improved from 14th to 11th
  - Innovation: Improved from 12th to 11th
  - Business Costs: Improved from 17th to 15th
- Fell behind slightly in Human Capital, Inclusivity and Private Capital
- Sustains rankings on all other indexes: Growth, Quality of Life, Infrastructure

Five-year Results

Driving transformation. Striving for prosperity.

The Barometer shows our progress and evolution over the past five years. Have we accelerated economic growth compared to other thriving, successful cities, or maintained our current momentum? By examining the changes over time, the *2025 Barometer* helps us strengthen our advantages and uncover opportunities for further growth.

Results: 2021-2025

- **Maintained a ranking of 18th from last year**

  Greater Omaha ranked 16th four years back, indicating that our rank has moderately declined

- **Forward progress outpaced by high-performing comparison metros**

  Denver, Nashville, Austin, Salt Lake City and Raleigh have held the highest rankings throughout the period

  We need to sustain and accelerate improvement to move up the rankings

- **Building on strengths**

  Quality of Life: Ranking 8th, this is an area of strength for us, but we need to continue to make progress

- **Capitalizing on opportunities for growth**

  Human Capital: Fell from 17th four years ago to 20th this year

Index Value:

	2021	2022	2023	2024	2025
Austin	128	129	130	123	123
Boise	115	122	118	111	104
Buffalo	87	88	89	87	86
Cincinnati	98	100	101	99	98
Columbus	98	99	102	98	98
Denver	136	135	136	133	133
Des Moines	95	95	95	84	85
Fayetteville	104	109	110	104	101
Grand Rapids	91	88	94	92	92
Greenville	103	97	94	94	95
Indianapolis	106	106	109	107	105
Kansas City	99	96	94	98	100
Madison	114	111	112	111	112
Milwaukee	82	82	86	89	88
Minneapolis	109	104	102	103	104
Nashville	127	127	131	125	125
Oklahoma City	99	96	94	98	104
GREATER OMAHA	**99**	**96**	**95**	**95**	**96**
Pittsburgh	99	95	94	100	100
Raleigh	117	118	120	113	114
Salt Lake City	125	127	125	123	122
San Antonio	108	104	105	106	109
Tulsa	90	86	91	95	98

Growth

Prosperity depends in many ways on economic growth. Solid economic growth supports the performance of labor and property markets and ensures opportunity for locally-oriented businesses. It also improves the likelihood that workers will stay employed and advance in their careers. Indicators of growth are the first and, perhaps, most interesting barometer for a metropolitan economy.

Indicators of growth include:

- Read GDP by Metropolitan Area
- Total Employment Growth
- Private Wage Growth
- Private Wages per Job
- Unemployment Rate

157	Austin
150	Fayetteville
143	Boise
133	San Antonio
132	Oklahoma City
128	Nashville
119	Raleigh
115	Tulsa
114	Denver
113	Salt Lake City
110	Greenville
101	Kansas City
100	US
96	**GREATER OMAHA**
89	Columbus
84	Madison
83	Milwaukee +Minneapolis
79	Cincinatti
71	Grand Rapids
69	Indianapolis + Pittsburgh
68	Buffalo
56	Des Moines

Greater Omaha

Maintained ranking of 13th from last year

- Greater Omaha's index value is under 100, showing its growth was slower than the national growth rate
- Greater Omaha ranks high in GDP growth and unemployment rate

Growth

Total Employment Growth

Source: Current Employment Statistics, Bureau of Labor Statistics, 2021-2024 (accessed Apr. 2025)

1	AUSTIN	201
2	NASHVILLE	154
3	RALEIGH	153
4	FAYETTEVILLE	150
5	SAN ANTONIO	140
6	BOISE	130
7	OKLAHOMA CITY	122
8	GREENVILLE	120
9	INDIANAPOLIS	110
10	DES MOINES	102
11	TULSA	101
12	DENVER	98
13	SALT LAKE CITY	95
14	GRAND RAPIDS	94
15	MADISON	85
16	KANSAS CITY	84
17	COLUMBUS	77
18	CINCINATTI	73
19	PITTSBURGH	68
20	BUFFALO	67
21	MINNEAPOLIS	63
22	**GREATER OMAHA**	**55**
23	MILWAUKEE	45

Total employment growth captures the expansion of private sector and government job opportunities.

Greater Omaha employment grew by a cumulative 4.4% between 2021 and 2024. This growth rate of nearly 1.5% per year was slower compared to nearly all other metro areas in the report. Greater Omaha ranks 22nd for total employment growth in the *2025 Barometer.*

Private Wages per Job

Source: Current Employment Statistics, Bureau of Labor Statistics, 2021-2024 (accessed Apr. 2025)

1	FAYETTEVILLE	181
2	OKLAHOMA CITY	147
3	BOISE	142
4	TULSA	134
5	SALT LAKE CITY	124
6	DENVER	116
7	COLUMBUS	114
8	MILWAUKEE	96
9	CINCINNATI	93
10	SAN ANTONIO	90
11	GREENVILLE	90
12	KANSAS CITY	83
13	AUSTIN	78
14	MINNEAPOLIS	73
15	NASHVILLE	72
16	**GREATER OMAHA**	**63**
17	RALEIGH	51
18	BUFFALO	44
19	GRAND RAPIDS	43
20	PITTSBURGH	40
21	MADISON	27
22	DES MOINES	10
23	INDIANAPOLIS	-13

Growth in private wages per job reflects improvement in the standard of living. Wages per job typically rise over time with inflation (and as the standard of living improves), but can fall when the economy creates new jobs with lower wages than existing jobs.

From 2021-2024, private wages per job increased 8.4% in Greater Omaha.

Private Wages

Source: Current Employment Statistics, Bureau of Labor Statistics, 2021-2024 (accessed Apr. 2025)

1	FAYETTEVILLE	169
2	OKLAHOMA CITY	143
3	BOISE	138
4	AUSTIN	128
5	TULSA	118
6	SALT LAKE CITY	110
7	SAN ANTONIO	110
8	GREENVILLE	106
9	DENVER	106
10	NASHVILLE	104
11	COLUMBUS	97
12	RALEIGH	90
13	KANSAS CITY	83
14	CINCINNATI	83
15	MILWAUKEE	74
16	MINNEAPOLIS	65
17	GRAND RAPIDS	59
18	**GREATER OMAHA**	**58**
19	BUFFALO	50
20	PITTSBURGH	50
21	DES MOINES	42
22	MADISON	42
23	INDIANAPOLIS	31

Growth in private wages provides a more comprehensive measure of economic growth. This category reflects both the increase in hourly wages and hours worked per week, as well as change in the level of private employment. Thus, the measure reflects earnings power and the number of jobs created.

Omaha ranks 18th for growth in private wages from 2021-2024, at 9.5% below the national average.

Unemployment Rate

Source: Local Area Unemployment Statistics program, Bureau of Labor Statistics, 2024 (accessed Apr. 2025)

1	MADISON	60
2	FAYETTEVILLE	68
3	NASHVILLE	70
4	MINNEAPOLIS	73
6	DES MOINES	75
6	**GREATER OMAHA**	**75**
8	OKLAHOMA CITY	78
8	RALEIGH	78
10	MILWAUKEE	80
10	SALT LAKE CITY	80
11	TULSA	83
13	AUSTIN	88
13	BOISE	88
15	KANSAS CITY	90
15	PITTSBURGH	90
18	GREENVILLE	95
18	INDIANAPOLIS	95
18	SAN ANTONIO	95
19	BUFFALO	98
21	COLUMBUS	100
21	GRAND RAPIDS	100
23	CINCINNATI	105
23	DENVER	105

The unemployment rate typically rises during an economic recession and falls after the economy begins to recover. A low unemployment rate suggests an economy has experienced consistent growth.

Greater Omaha's average unemployment rate in 2024 was 3.0%, below the U.S. average of 4.0%. Omaha ranks 6th (lowest) for unemployment rate in the 2025 Barometer.

Growth

Real GDP by Metro

Source: U.S. Economic Accounts, Bureau of Economic Analysis, 2021-2023 (accessed Apr. 2025)

1	AUSTIN	266
2	SAN ANTONIO	219
3	BOISE	192
4	RALEIGH	174
5	**GREATER OMAHA**	**171**
6	NASHVILLE	169
7	DENVER	152
8	KANSAS CITY	143
9	GREENVILLE	128
10	OKLAHOMA CITY	116
11	INDIANAPOLIS	111
12	SALT LAKE CITY	109
13	FAYETTEVILLE	101
14	MADISON	100
15	TULSA	99
16	BUFFALO	77
17	PITTSBURGH	77
18	MILWAUKEE	75
19	MINNEAPOLIS	73
20	GRAND RAPIDS	57
21	COLUMBUS	56
22	CINCINNATI	49
23	DES MOINES	-8

Real (inflation-adjusted) Gross Domestic Production (GDP) by metropolitan area provides a broad measure of economic output.

Greater Omaha's real GDP grew by a cumulative 9.4% between 2021 and 2023.

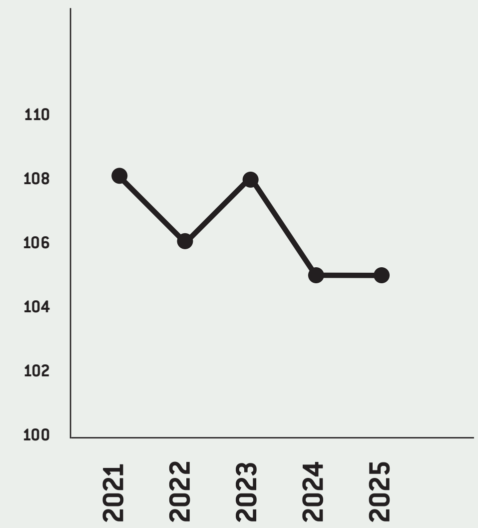
Inclusivity

In an inclusive economy, a broad cross-section of the population participates in economic prosperity. A smaller proportion of the population lives below or near poverty and there are fewer variations in income or education outcomes by race, ethnicity or gender.

Indicators of Inclusivity include:

- Poverty Rate
- 200% of the Poverty Rate
- Share of Household without an Internet Subscription
- Poverty Rate Gap
- Education Attainment Gap
- Education Adjusted Income Gap
- Earnings Gender Gap

143	Fayetteville
137	Grand Rapids
136	Salt Lake City
132	Boise
113	Pittsburgh
112	Des Moines
111	Denver
110	Columbus
109	Raleigh
108	Nashville
106	Kansas City
105	Austin +**GREATER OMAHA**
103	Greenville+ Cincinnati
102	Madison
101	San Antonio
100	US Indianapolis
99	Minneapolis
96	Oklahoma City
93	Tulsa
85	Milwaukee
83	Buffalo



Greater Omaha

Ranks in the middle for Inclusivity, but has an index value of 105, which is above the national average

Greater Omaha has a smaller gap in earnings at full-time jobs between men and women (ranking 5th)

Inclusivity

Poverty Rate

Source: U.S. Census, American Community Survey, 2019-2023 Average (accessed July 2025)

1	SALT LAKE CITY	153
3	DENVER	151
3	MINNEAPOLIS	151
4	RALEIGH	144
5	DES MOINES	139
6	BOISE	136
7	**GREATER OMAHA**	**131**
9	AUSTIN	125
9	GRAND RAPIDS	125
11	KANSAS CITY	124
11	MADISON	124
12	NASHVILLE	119
13	INDIANAPOLIS	118
14	PITTSBURGH	114
15	FAYETTEVILLE	113
16	CINCINNATI	107
17	COLUMBUS	102
18	MILWAUKEE	100
19	GREENVILLE	95
20	SAN ANTONIO	93
21	TULSA	91
22	BUFFALO	90
23	OKLAHOMA CITY	89

The poverty rate captures the share of the population facing significant economic challenges given the cost of living in their metropolitan area.

Greater Omaha ranks 7th for poverty rate and outperforms the nation. The U.S. poverty rate is 31% higher than in Greater Omaha.

Share of Households without an Internet Subscription

Source: U.S. Census, American Community Survey, 2019-2023 Average (accessed Aug. 2025)

1	AUSTIN	158
2	DENVER	156
3	SALT LAKE CITY	152
4	BOISE	151
5	RALEIGH	145
6	COLUMBUS	138
7	MINNEAPOLIS	130
8	FAYETTEVILLE	123
9	NASHVILLE	120
10	SAN ANTONIO	117
11	KANSAS CITY	116
12	INDIANAPOLIS	113
13	**GREATER OMAHA**	**113**
14	GRAND RAPIDS	111
15	DES MOINES	110
16	CINCINNATI	109
17	MILWAUKEE	107
18	OKLAHOMA CITY	103
19	MADISON	103
20	GREENVILLE	94
21	PITTSBURGH	91
22	TULSA	90
23	BUFFALO	89

The share of households without internet service is another measure of the percentage of residents in a metropolitan area who struggle accessing opportunities in the economy.

6.9% of households in Greater Omaha do not have an internet subscription.

200% Poverty Rate

Source: U.S. Census, American Community Survey, 2019-2023 Average (accessed July 2025)

1	MINNEAPOLIS	147
2	DENVER	147
3	MADISON	133
4	RALEIGH	132
5	SALT LAKE CITY	132
6	AUSTIN	128
7	DES MOINES	124
8	**GREATER OMAHA**	**120**
9	KANSAS CITY	117
10	GRAND RAPIDS	116
11	PITTSBURGH	116
12	NASHVILLE	115
13	BOISE	113
14	CINCINNATI	111
15	INDIANAPOLIS	110
16	COLUMBUS	106
17	MILWAUKEE	105
18	BUFFALO	99
19	FAYETTEVILLE	95
20	GREENVILLE	92
21	SAN ANTONIO	90
22	OKLAHOMA CITY	89
23	TULSA	87

The share of the population with incomes below 200% (twice) of the poverty rate is an additional indicator of the share of the population that struggles with adequate income.

Greater Omaha ranks 8th for the share of the population below 200% of the poverty rate. The U.S. share is 20% greater than the share in Greater Omaha.

Poverty Rate Gap

Source: U.S. Census, American Community Survey, 2019-2023 Average (accessed Aug. 2025)

1	FAYETTEVILLE	210
2	BOISE	178
3	SALT LAKE CITY	173
4	AUSTIN	152
5	DENVER	139
6	RALEIGH	131
7	MADISON	113
8	NASHVILLE	112
9	SAN ANTONIO	111
10	MINNEAPOLIS	100
11	TULSA	100
12	COLUMBUS	100
13	OKLAHOMA CITY	99
14	KANSAS CITY	98
15	GRAND RAPIDS	98
16	**GREATER OMAHA**	**96**
17	INDIANAPOLIS	96
18	DES MOINES	93
19	GREENVILLE	90
20	CINCINNATI	75
21	PITTSBURGH	70
22	MILWAUKEE	61
23	BUFFALO	51

The poverty rate gap examines how poverty varies by race and ethnicity. In particular, the gap shows how much higher the poverty rate is for the non-white and/or Hispanic population relative to the non-Hispanic, white population.

Greater Omaha ranks 16th for the poverty rate gap, implying that the poverty rate is relatively high in Greater Omaha for non-white and Hispanic persons. Greater Omaha's poverty rate gap is larger than the U.S. as a whole.

Inclusivity

Education Attainment Gap

Source: U.S. Census, American Community Survey, 2019-2023 Average (accessed Aug. 2025)

1	PITTSBURGH	307
2	CINCINNATI	164
3	MADISON	152
4	COLUMBUS	126
5	NASHVILLE	114
6	BUFFALO	107
7	INDIANAPOLIS	106
8	TULSA	102
9	OKLAHOMA CITY	94
10	GREENVILLE	91
11	KANSAS CITY	88
12	BOISE	85
13	RALEIGH	85
14	MINNEAPOLIS	82
15	SALT LAKE CITY	72
16	FAYETTEVILLE	71
17	AUSTIN	69
18	**GREATER OMAHA**	**68**
19	DES MOINES	66
20	SAN ANTONIO	65
21	MILWAUKEE	63
22	GRAND RAPIDS	54
23	DENVER	53

The education attainment gap examines how high school and bachelor's degree attainment varies by race and ethnicity. In particular, the gap shows how much higher the high school and bachelor's degree attainment rate is for the non-white and/or Hispanic population relative to the non-Hispanic, white population.

Greater Omaha ranks 18th for the education attainment gap, suggesting that education attainment is relatively low in Omaha for non-white and Hispanic persons.

Earnings Gender Gap

Source: U.S. Census, American Community Survey, 2019-2023 Average (accessed Aug. 2025)

1	COLUMBUS	117
2	BUFFALO	116
3	MINNEAPOLIS	112
4	MADISON	108
5	**GREATER OMAHA**	**106**
6	FAYETTEVILLE	102
7	DENVER	100
8	SAN ANTONIO	100
9	CINCINNATI	98
10	GRAND RAPIDS	95
11	DES MOINES	94
12	INDIANAPOLIS	93
13	MILWAUKEE	93
14	AUSTIN	93
15	NASHVILLE	92
16	KANSAS CITY	92
17	PITTSBURGH	90
18	RALEIGH	90
19	OKLAHOMA CITY	88
20	SALT LAKE CITY	86
21	GREENVILLE	85
22	TULSA	83
23	BOISE	81

The earnings gender gap compares the difference between the average earnings of men with a full-time job and women with a full-time job.

Greater Omaha ranks 5th for the earnings gender gap and is similar to the gap found for the U.S.

Education Adjusted Income Gap

Source:U.S. Census, American Community Survey, 2019-2023 Average (accessed Aug. 2025)

1	GRAND RAPIDS	359
2	FAYETTEVILLE	285
3	SALT LAKE CITY	181
4	BOISE	179
5	GREENVILLE	173
6	DES MOINES	161
7	SAN ANTONIO	134
8	OKLAHOMA CITY	112
8	KANSAS CITY	104
10	**GREATER OMAHA**	**101**
11	TULSA	101
12	NASHVILLE	84
13	COLUMBUS	79
14	INDIANAPOLIS	67
15	MILWAUKEE	63
16	CINCINNATI	54
17	RALEIGH	33
18	BUFFALO	32
19	DENVER	31
20	AUSTIN	11
21	PITTSBURGH	3
22	MADISON	-17
23	MINNEAPOLIS	-30

The education adjusted income gap examines how per capita income varies by race and ethnicity after accounting for differences in education attainment. Difference in education are expected to lead to difference in per capita income. The education adjusted measure examines how much of an income gap remains between the non-white and/or Hispanic population and the white, non-Hispanic population after accounting for the education gap.

Greater Omaha ranks 10th for the education adjusted income gap, implying a smaller income gap after accounting for difference in education attainment.

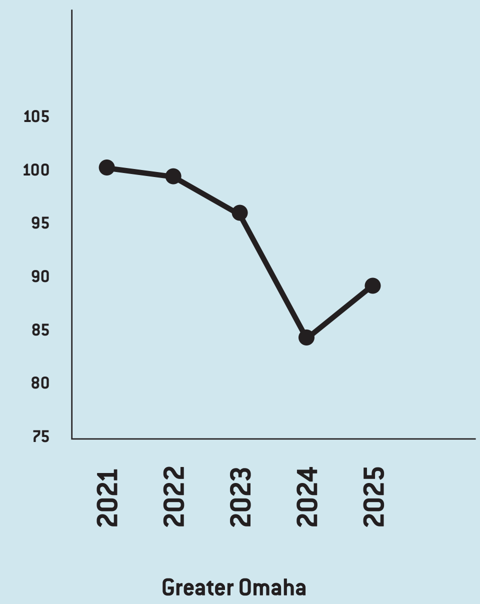
Human Capital

Human capital – the accumulated educational and occupational skill of the workforce – is critical for economic growth. The human capital index includes indicators of both experience and education, capturing the share of the workforce that continues to gain work experience, particularly in knowledge-intensive fields. After accounting for education and experience, a more diverse workforce brings a greater wealth of experience to the labor market. Growth in the labor force reflects how quickly the workforce is increasing, a necessary resource for businesses to expand.

Indicators of Human Capital include:

- High School Attainment
- College Attainment
- Labor Force Participation Rate
- Percentage of Knowledge Workers
- Percentage of Minority Workforce
- Growth of Population Age 20+
- Growth of College Graduates Age 25-34
- Sales and Income Tax Rates

169	Austin
160	San Antonio
137	Raleigh
132	Nashville
125	Boise
123	Greenville
118	Denver
115	Fayetteville
114	Salt Lake City
111	Indianapolis
107	Cincinnati + Oklahoma City
106	Grand Rapids
105	Madison
104	Tulsa
100	US
99	Des Moines
96	Kansas City
95	Columbus
94	Minneapolis
89	**GREATER OMAHA**
86	Milwaukee
75	Buffalo
70	Pittsburgh



Ranks 20th in Human Capital

- Greater Omaha's ranking has been declining in recent years

Ranks high in high school and college attainment

Lags behind in growth in college graduates and income and sales tax rates

Human Capital

High School Attainment (Age 25+)

Source: American Community Survey, U.S. Census Bureau, 2019-2023 Average (accessed Apr. 2025)

1	MADISON	107
2	PITTSBURGH	106
3	MINNEAPOLIS	105
4	DES MOINES	105
5	KANSAS CITY	104
6	RALEIGH	104
7	MILWAUKEE	104
7	**GREATER OMAHA**	**104**
9	BOISE	103
9	GRAND RAPIDS	103
11	BUFFALO	103
12	CINCINNATI	103
12	DENVER	103
14	COLUMBUS	103
15	SALT LAKE CITY	103
16	AUSTIN	102
17	NASHVILLE	102
18	INDIANAPOLIS	102
19	TULSA	101
20	OKLAHOMA CITY	101
21	FAYETTEVILLE	100
21	GREENVILLE	100
23	SAN ANTONIO	98

Graduating high school or obtaining a GED remains an important first step for individual success. Graduates are much better prepared to pursue opportunities in a changing economy compared to individuals who do not finish school.

92.7% of people in Greater Omaha have a high school degree, giving us a rank of 7th.

Labor Force Participation Rate

Source: American Community Survey, U.S. Census Bureau, 2019-2023 Average (accessed Apr. 2025)

1	SALT LAKE CITY	114
2	DENVER	113
3	AUSTIN	112
4	DES MOINES	112
5	MINNEAPOLIS	111
6	**GREATER OMAHA**	**110**
7	MADISON	110
8	RALEIGH	109
9	NASHVILLE	108
10	KANSAS CITY	107
11	COLUMBUS	107
11	INDIANAPOLIS	107
13	GRAND RAPIDS	105
14	MILWAUKEE	104
15	CINCINNATI	103
15	FAYETTEVILLE	103
17	BOISE	103
18	SAN ANTONIO	103
19	OKLAHOMA CITY	103
20	TULSA	100
21	PITTSBURGH	99
22	GREENVILLE	98
23	BUFFALO	98

Workers gain experience fastest in regions where a larger share of the population is participating in the workforce. Thus, the labor force participation rate is a key measure of human capital development.

More than 70% of Greater Omaha adults are employed, which is 6.6% higher than the national average.

College Attainment (Age 25+)

Source: American Community Survey, U.S. Census Bureau, 2019-2023 Average (accessed Apr. 2025)

1	RALEIGH	143
2	AUSTIN	143
3	MADISON	141
4	DENVER	138
5	MINNEAPOLIS	128
6	NASHVILLE	114
7	KANSAS CITY	112
8	DES MOINES	112
8	**GREATER OMAHA**	**112**
10	MILWAUKEE	111
11	INDIANAPOLIS	108
11	SALT LAKE CITY	108
13	PITTSBURGH	107
14	CINCINNATI	105
15	BOISE	105
16	COLUMBUS	101
16	GRAND RAPIDS	101
18	BUFFALO	100
19	FAYETTEVILLE	100
20	GREENVILLE	96
21	OKLAHOMA CITY	95
22	SAN ANTONIO	91
23	TULSA	85

Graduating college provides improved opportunities for careers in a variety of higher-paying, knowledge-intensive industries.

Greater Omaha has 4.1% more college graduates (39.1%) than the national average (35.0%).

Share of Knowledge-Based Workers

Source: Occupation Employment Survey, U.S. Bureau of Labor Statistics, 2022-2024 (accessed June 2025)

1	AUSTIN	116
2	MADISON	115
3	DENVER	113
4	RALEIGH	111
5	SALT LAKE CITY	109
6	MINNEAPOLIS	109
7	DES MOINES	109
8	COLUMBUS	104
9	PITTSBURGH	101
10	**GREATER OMAHA**	**101**
11	KANSAS CITY	100
12	BUFFALO	100
13	CINCINNATI	98
14	SAN ANTONIO	97
15	NASHVILLE	96
16	OKLAHOMA CITY	96
17	MILWAUKEE	95
18	BOISE	94
19	FAYETTEVILLE	94
20	INDIANAPOLIS	92
21	GRAND RAPIDS	90
22	GREENVILLE	87
23	TULSA	86

Workers who find employment in knowledge-based occupations can better maintain and grow their skills. The share of workers in knowledge-based occupations – such as managers, financial workers, scientists, teachers and heath care professionals – is a key human capital indicator.

With 35.5% of workers in knowledge-based occupations, Greater Omaha reflects the national average and is about 5.3% behind No. 1 ranked Austin.

Human Capital

Percent Minority Workforce

Source: Quarterly Workforce Indicators, U.S. Census Bureau, 2022-2024, Beginning of Quarter (accessed Aug. 2025)

1	SAN ANTONIO	163
2	AUSTIN	124
3	RALEIGH	97
4	TULSA	89
5	OKLAHOMA CITY	87
6	DENVER	84
7	GREENVILLE	78
8	MILWAUKEE	74
9	FAYETTEVILLE	72
10	NASHVILLE	71
11	INDIANAPOLIS	68
12	KANSAS CITY	67
13	COLUMBUS	67
14	SALT LAKE CITY	65
15	MINNEAPOLIS	63
16	**GREATER OMAHA**	**61**
17	BUFFALO	57
18	CINCINNATI	56
19	BOISE	54
20	GRAND RAPIDS	49
21	DES MOINES	46
22	MADISON	45
23	PITTSBURGH	40

Along with skill and experience, workforce diversity is another key component of human capital. A diverse workforce brings a larger set of perspectives and experience to the workplace, potentially offering a broader set of solutions to the challenges which businesses must solve.

Racial and ethnic minorities accounted for an average of 24.2% of the Greater Omaha workforce during the 2022 to 2024 period. Greater Omaha ranked 16th, the same rank as last year.

Growth of College Graduates Age 25-34

Source: American Community Survey, U.S. Census Bureau, 2019-2023 Average (accessed Apr. 2025)

1	SAN ANTONIO	357
2	AUSTIN	342
3	GREENVILLE	262
4	NASHVILLE	247
5	BOISE	240
6	GRAND RAPIDS	188
7	RALEIGH	186
8	INDIANAPOLIS	179
9	DENVER	178
10	TULSA	172
11	SALT LAKE CITY	166
12	OKLAHOMA CITY	160
13	CINCINNATI	157
14	FAYETTEVILLE	125
15	KANSAS CITY	81
15	MADISON	80
17	MINNEAPOLIS	59
18	DES MOINES	56
19	MILWAUKEE	47
20	BUFFALO	47
21	**GREATER OMAHA**	**24**
22	COLUMBUS	14
23	PITTSBURGH	-25

Growth in the number of college graduates age 25-34 is an important factor for a metropolitan economy, which requires workers with current skills and training. It also reflects brain drain.

College graduates age 25-34 grew by 1.5% in Greater Omaha, slower than the national growth rate of 6.0%.

Population 20 & Older Growth

Source: Population Estimates, U.S. Census Bureau, 2022-2024 (accessed Aug. 2025)

1	RALEIGH	255
2	FAYETTEVILLE	241
3	AUSTIN	232
4	BOISE	212
5	SAN ANTONIO	190
6	GREENVILLE	179
7	DES MOINES	163
8	NASHVILLE	162
9	SALT LAKE CITY	159
10	MADISON	140
11	COLUMBUS	131
12	OKLAHOMA CITY	129
13	DENVER	121
14	**GREATER OMAHA**	**121**
15	INDIANAPOLIS	118
16	TULSA	117
17	KANSAS CITY	113
18	GRAND RAPIDS	106
19	CINCINNATI	96
20	MINNEAPOLIS	94
21	MILWAUKEE	54
22	BUFFALO	18
23	PITTSBURGH	10

While workforce characteristics are a key measure of human capital, labor force growth also is critical. Businesses need strong growth in the supply of available workers to expand.

The population age 20 and over grew by 2.4% cumulatively in the Greater Omaha metropolitan area over the 2022 to 2024 period. This growth rate was 0.5% faster than the U.S. average but ranks 14th.

Sales and Income Tax Rates

Source: 2024 Facts and Figures, National Tax Foundation (Rates as of January 1, 2024 for sales tax and March 15, 2024 for income tax)

2	AUSTIN	54
2	SAN ANTONIO	54
3	NASHVILLE	63
5	CINCINNATI	74
5	COLUMBUS	74
6	PITTSBURGH	81
7	INDIANAPOLIS	85
8	GRAND RAPIDS	94
10	MADISON	100
10	MILWAUKEE	100
11	RALEIGH	107
12	DENVER	108
13	SALT LAKE CITY	110
14	BOISE	114
15	DES MOINES	115
16	KANSAS CITY	117
17	FAYETTEVILLE	119
18	MINNEAPOLIS	120
20	OKLAHOMA CITY	120
20	TULSA	120
21	**GREATER OMAHA**	**121**
22	GREENVILLE	124
23	BUFFALO	127

Tax rates have an influence on human capital development. Workers will invest more at work and in education if they expect to keep more of the earnings those investments generate.

Greater Omaha ranks 21st and has been falling over the last few years.

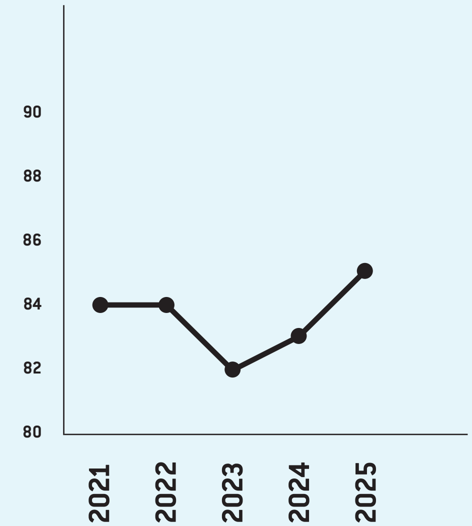
Innovation

Innovation relates to the capacity to develop new methods and technologies with potential application in the economy. These technologies can spur high-value entrepreneurial ventures and enhance the productivity of workers. Innovation is measured via technical progress in both the private industry and education sector.

Indicators of Innovation include:

- Share of Jobs in Tech Positions
- IT Sector Share of Jobs
- Patents per 10,000 Workers
- NIH Funding per Job
- Science Graduates

254	Madison
184	Raleigh
142	Pittsburgh
136	Austin
124	Salt Lake City
121	Buffalo
119	Denver
102	Minneapolis
100	US
95	Columbus
92	Nashville
85	**GREATER OMAHA**
83	Cincinnati
79	Kansas City
78	Indianapolis
74	Boise
71	Milwaukee
67	Greenville
66	Oklahoma City
63	San Antonio
62	Grand Rapids
55	Fayetteville
53	Des Moines
46	Tulsa



Greater Omaha

Sustains rank of 11th for the past two years

Strength in share of jobs in the information technology industry

Lags in patents per worker

Innovation

Share of Jobs in Technology Positions

Source: Occupation Employment Survey, Bureau of Labor Statistics, 2022-2024 (accessed July 2025)

1	AUSTIN	161
2	MADISON	158
3	RALEIGH	156
4	DENVER	155
5	SALT LAKE CITY	135
6	MINNEAPOLIS	123
7	DES MOINES	114
8	KANSAS CITY	108
9	COLUMBUS	100
10	**GREATER OMAHA**	**99**
11	PITTSBURGH	98
12	BOISE	97
13	MILWAUKEE	95
14	CINCINNATI	94
15	OKLAHOMA CITY	93
16	GRAND RAPIDS	87
17	INDIANAPOLIS	87
18	GREENVILLE	86
19	FAYETTEVILLE	84
20	NASHVILLE	84
21	BUFFALO	81
22	SAN ANTONIO	80
23	TULSA	76

Private sector innovation occurs at businesses throughout the economy and can be tracked through the concentration of workers in occupations and industries where scientific work and product-development take place.

Rates of innovation are elevated in metropolitan areas with a larger share of the workforce in the following occupations: computer and mathematical; engineering; and life, physical and biological science.

Greater Omaha has 5.9% of its jobs in tech positions, the same as the national average.

Patents per 10,000 Workers

Source: U.S. Patent and Trademark Office, 2018-2020 [Statewide] and Current Employment Survey, 2018-2020 (accessed July 2025)

1	GRAND RAPIDS	148
2	MINNEAPOLIS	135
3	BOISE	115
4	DENVER	110
5	SALT LAKE CITY	107
6	BUFFALO	92
7	AUSTIN	84
7	SAN ANTONIO	84
9	MADISON	82
9	MILWAUKEE	82
11	CINCINNATI	78
11	COLUMBUS	78
13	RALEIGH	74
14	INDIANAPOLIS	67
15	PITTSBURGH	66
16	DES MOINES	62
17	GREENVILLE	50
18	KANSAS CITY	47
19	NASHVILLE	37
20	FAYETTEVILLE	34
21	OKLAHOMA CITY	33
22	TULSA	33
23	**GREATER OMAHA**	**32**

Patent activity broadly measures innovation by capturing the development of new products and technologies throughout the economy. Patents per 10,000 workers provides a measure of the concentration of activity within a metropolitan area.

With only 3.8 patents per 10K workers, Greater Omaha trails the national average of 12.0.

Share of Jobs in the Information Technology Industries

Source: County Business Patterns database, U.S. Census Bureau, 2022-2023 (accessed July 2025)

1	AUSTIN	308
2	MADISON	235
3	RALEIGH	205
4	DENVER	154
5	SALT LAKE CITY	134
6	KANSAS CITY	128
7	BOISE	122
8	**GREATER OMAHA**	**117**
9	MINNEAPOLIS	98
10	INDIANAPOLIS	95
11	DES MOINES	88
12	PITTSBURGH	83
13	COLUMBUS	79
14	NASHVILLE	79
15	CINCINNATI	69
16	MILWAUKEE	68
17	FAYETTEVILLE	58
18	SAN ANTONIO	55
19	OKLAHOMA CITY	50
20	GREENVILLE	49
21	BUFFALO	39
22	TULSA	38
23	GRAND RAPIDS	35

Rates of innovation also are elevated in metropolitan areas with a larger share of the workforce in software publishing, data processing and hosting, internet publishing and broadcasting and computer systems design industries.

IT industries comprise 3.4% of Greater Omaha's economy, higher than the national average of 2.9%.

Innovation

Science-Related Graduate Students per 10,000 People

Source: National Center for Education Statistics, 2023-2024 (accessed July 2025)

1	MADISON	385
2	BUFFALO	290
3	RALEIGH	209
4	PITTSBURGH	201
5	GREENVILLE	125
6	SALT LAKE CITY	104
7	COLUMBUS	102
8	AUSTIN	88
9	FAYETTEVILLE	83
10	OKLAHOMA CITY	82
11	CINCINNATI	77
12	**GREATER OMAHA**	**75**
13	KANSAS CITY	67
14	DENVER	66
15	TULSA	63
16	NASHVILLE	60
17	MINNEAPOLIS	59
18	INDIANAPOLIS	51
19	SAN ANTONIO	36
20	MILWAUKEE	33
21	BOISE	28
22	GRAND RAPIDS	18
23	DES MOINES	0

Innovative research in biomedical, computer science, engineering and physical science fields is achieved through a combination of faculty and graduate students. A concentration of graduate students in a metropolitan area indicates a focus on research activity.

Greater Omaha ranks 12th. Our 8.9 grads per 10,000 people is lower than the metro average of 11.9.

NIH Awards per Job

Source: National Institutes of Health, 2021-2024 (accessed July 2025)

1	MADISON	412
2	RALEIGH	278
3	PITTSBURGH	261
4	NASHVILLE	202
5	SALT LAKE CITY	139
6	COLUMBUS	118
7	DENVER	108
8	BUFFALO	103
9	**GREATER OMAHA**	**100**
10	CINCINNATI	95
11	MINNEAPOLIS	94
12	INDIANAPOLIS	91
13	MILWAUKEE	76
14	OKLAHOMA CITY	72
15	SAN ANTONIO	60
16	KANSAS CITY	47
17	AUSTIN	38
18	GREENVILLE	25
19	GRAND RAPIDS	20
20	TULSA	20
21	FAYETTEVILLE	15
22	BOISE	9
23	DES MOINES	2

The National Institutes of Health (NIH) provide grant funding to innovative biomedical research. The level of NIH funding per worker in a metropolitan area shows biomedical innovation in universities, research institutes and private businesses.

Greater Omaha maintained its rank of 9th for 2025 and is the same as the national average.

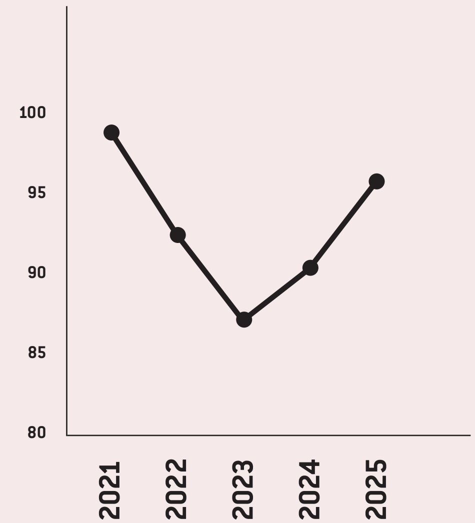
Entrepreneurship

Arguably the most critical type of human capital in a market economy, entrepreneurs combine workers, capital and other key resources to introduce new or improved products and meet growing demand. As a result, metropolitan areas with a more entrepreneurial population achieve faster growth.

Indicators of Entrepreneurship include:

- Non-Farm Proprietors
- Non-Farm Proprietor Income Share
- Business Services Share of Employment
- Average Income per Non-Farm Proprietor
- Minority Entrepreneurship
- Establishment Birth Rate

160	Nashville
144	Denver
141	Tulsa
130	Indianapolis
123	Oklahoma City
116	Austin
115	Salt Lake City
109	Kansas City
108	Raleigh
102	Boise
100	US
95	**GREATER OMAHA**
93	San Antonio
91	Minneapolis + Pittsburgh
89	Columbus
87	Madison
86	Grand Rapids
85	Greenville
82	Milwaukee
80	Buffalo + Cincinnati
79	Des Moines
72	Fayetteville



Greater Omaha

Ranks 11th, improving from 14th last year

On average, our entrepreneurs earn more than other metros

Lags in entrepreneurs and establishment birth rate

Entrepreneurship

Non-Farm Proprietor per Person

Source: Regional Economic Information System, U.S. Bureau of Economic Analysis, 2021-2023 (accessed July 2025)

1	DENVER	117
2	NASHVILLE	117
3	AUSTIN	114
4	RALEIGH	102
5	SALT LAKE CITY	101
6	BOISE	101
7	OKLAHOMA CITY	100
8	FAYETTEVILLE	97
9	SAN ANTONIO	97
10	MINNEAPOLIS	95
11	TULSA	95
12	GREENVILLE	95
13	COLUMBUS	95
14	INDIANAPOLIS	93
15	KANSAS CITY	91
16	DES MOINES	88
17	GRAND RAPIDS	88
18	MADISON	87
19	**GREATER OMAHA**	**86**
20	CINCINNATI	83
21	MILWAUKEE	83
22	PITTSBURGH	81
23	BUFFALO	75

The percent of the population that owns a business (non-farm proprietorship) is the first measure of entrepreneurial activity.

Greater Omaha has maintained its rank of 19th for the past 4 years. In 2025, we had 0.10 proprietorships per person, less than the national average of 0.11.

Income per Non-Farm Proprietor

Source: Regional Economic Information System, U.S. Bureau of Economic Analysis, 2021-2023 (accessed July 2025)

1	NASHVILLE	278
2	TULSA	245
3	DENVER	210
4	INDIANAPOLIS	207
5	OKLAHOMA CITY	178
6	**GREATER OMAHA**	**131**
7	SALT LAKE CITY	124
8	KANSAS CITY	121
9	AUSTIN	108
10	PITTSBURGH	100
11	BOISE	98
12	MINNEAPOLIS	97
13	GRAND RAPIDS	95
14	RALEIGH	95
15	MADISON	91
16	MILWAUKEE	87
17	SAN ANTONIO	87
18	BUFFALO	81
19	COLUMBUS	81
20	DES MOINES	75
21	CINCINNATI	75
22	FAYETTEVILLE	59
23	GREENVILLE	49

Income per proprietor rises when business owners operate in fields that are more lucrative and engage in full-time, rather than part-time, entrepreneurship.

Greater Omaha is 31% above the national average and ranks 6th among the metros.

Non-Farm Proprietor Income Share

Source: Regional Economic Information System, U.S. Bureau of Economic Analysis, 2021-2023 (accessed July 2025)

1	TULSA	249
2	NASHVILLE	248
3	INDIANAPOLIS	196
4	OKLAHOMA CITY	191
5	DENVER	164
6	SALT LAKE CITY	124
7	**GREATER OMAHA**	**123**
8	KANSAS CITY	122
9	BOISE	108
10	GRAND RAPIDS	106
11	PITTSBURGH	102
12	SAN ANTONIO	101
13	AUSTIN	94
14	BUFFALO	92
15	RALEIGH	88
16	COLUMBUS	86
17	MINNEAPOLIS	84
18	MILWAUKEE	84
19	MADISON	84
20	DES MOINES	77
21	CINCINNATI	75
22	GREENVILLE	61
23	FAYETTEVILLE	47

The percent of non-farm income earned by entrepreneurs (non-farm proprietors) provides another measure of entrepreneurship within the economy. This indicator reflects both the number of people engaged in entrepreneurship as well as the earnings of entrepreneurs.

Entrepreneurs earn 10.0% of all non-farm income in Greater Omaha, higher than the national average of 8.1%. Greater Omaha ranks 7th in 2025.

Business Services Employment Share

Source: Current Employment Statistics, U.S. Bureau of Labor Statistics, 2021-2024 (accessed July 2025)

1	AUSTIN	183
2	DENVER	160
3	RALEIGH	155
4	SALT LAKE CITY	134
5	KANSAS CITY	126
6	PITTSBURGH	110
7	NASHVILLE	103
8	MADISON	103
9	INDIANAPOLIS	102
10	MINNEAPOLIS	97
11	BOISE	96
13	COLUMBUS	93
13	GREENVILLE	90
14	SAN ANTONIO	86
15	CINCINNATI	86
16	DES MOINES	84
17	OKLAHOMA CITY	84
18	**GREATER OMAHA**	**79**
19	MILWAUKEE	78
20	BUFFALO	74
21	TULSA	73
23	FAYETTEVILLE	68
23	GRAND RAPIDS	64

The business services sector includes some of the most dynamic parts of the economy including information technology, science and engineering. New businesses are commonly created in this growing sector. The percentage of people working in the business services sector captures this creation of high-value new businesses.

Only 5.4% of our jobs are in business services, below the national average of 6.9%. Greater Omaha maintained its ranking of 18th for 2025.

Entrepreneurship

Minority Entrepreneurship Share

Source: Non-Employer Statistics by Demographics, U.S. Census Bureau, 2022; American Community Survey, U.S. Census Bureau, 2022 (accessed July 2025)

1	NASHVILLE	110
2	AUSTIN	104
3	COLUMBUS	104
4	RALEIGH	102
5	DENVER	101
6	INDIANAPOLIS	100
7	GREENVILLE	96
8	SAN ANTONIO	94
9	OKLAHOMA CITY	88
10	MINNEAPOLIS	87
11	SALT LAKE CITY	86
12	TULSA	85
13	CINCINNATI	81
14	DES MOINES	81
15	KANSAS CITY	79
16	BOISE	76
17	PITTSBURGH	75
18	GRAND RAPIDS	74
19	**GREATER OMAHA**	**70**
20	MADISON	68
21	MILWAUKEE	67
22	BUFFALO	65
23	FAYETTEVILLE	63

The proportion of the minority population which owns a business is another key measure of entrepreneurial activity. The number of minority businesses were divided by the total minority population in that year.

A smaller percent (6.6%) of the minority population owns a business in Greater Omaha than the national average (9.4%).

Establishment Birth Rate

Source: Business Employment Dynamics, U.S. Bureau of Labor Statistics [state level] (accessed July 2025)

1	BOISE	133
2	SALT LAKE CITY	122
3	GREENVILLE	118
4	KANSAS CITY	115
5	DENVER	114
6	RALEIGH	107
7	NASHVILLE	102
8	FAYETTEVILLE	99
9	OKLAHOMA CITY	97
9	TULSA	97
11	BUFFALO	95
12	AUSTIN	95
12	SAN ANTONIO	95
14	MADISON	93
14	MILWAUKEE	93
16	GRAND RAPIDS	88
17	MINNEAPOLIS	87
18	**GREATER OMAHA**	**81**
19	INDIANAPOLIS	80
20	PITTSBURGH	77
21	CINCINNATI	77
21	COLUMBUS	77
23	DES MOINES	70

The establishment birth rate is a measure of the share of entrepreneurs and business managers in the economy who are engaged in establishing new businesses or new locations.

The establishment birth rate for Greater Omaha is 19% below the national average and is ranked 18th for 2025.

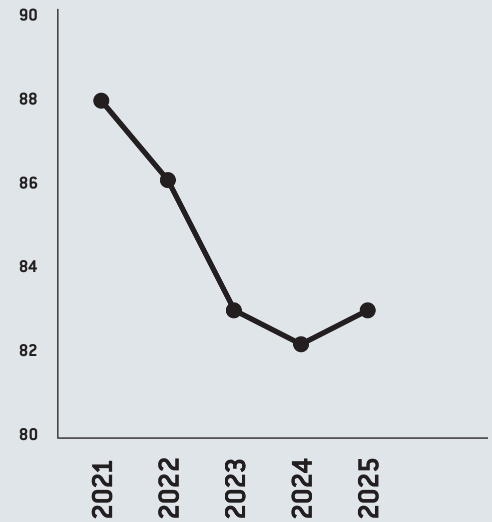
Infrastructure

Metropolitan areas which serve as a hub for transportation activity have important additional advantages for growth. For example, hubs for air travel give headquarter locations direct flight options to visit out-of-town clients. Multiple interstate highways or a thriving local logistics industry provide manufacturing and warehousing firms a competitive edge.

Indicators of Infrastructure Capacity include:

- Miles of Interstate Highway
- Air Passenger Enplanements
- Transportation Services

282	Denver
176	Minneapolis
160	Nashville
151	Salt Lake City + Indianapolis
123	Cincinnati
113	Columbus
111	San Antonio
110	Kansas City
107	Oklahoma City
101	Pittsburgh
100	US
88	Austin
83	**GREATER OMAHA**
72	Milwaukee
70	Raleigh
68	Fayetteville
67	Des Moines
62	Tulsa
56	Madison
55	Boise + Buffalo
54	Greenville
51	Grand Rapids



Greater Omaha

Greater Omaha's rank has been consistent over time

- We rank in the middle for all three measures in the index

Infrastructure

Miles of Interstate Highway

Source: Transportation maps of relevant state transportation agencies

1	INDIANAPOLIS	192
2	MINNEAPOLIS	173
3	CINCINNATI	167
4	SAN ANTONIO	159
5	NASHVILLE	151
6	PITTSBURGH	143
7	DENVER	140
8	OKLAHOMA CITY	133
9	SALT LAKE CITY	118
10	KANSAS CITY	114
11	COLUMBUS	109
12	**GREATER OMAHA**	**105**
13	MADISON	95
14	MILWAUKEE	81
15	DES MOINES	77
16	GREENVILLE	67
17	TULSA	59
18	GRAND RAPIDS	55
19	BUFFALO	38
20	AUSTIN	34
21	FAYETTEVILLE	33
22	BOISE	30
23	RALEIGH	29

Metropolitan areas served by multiple interstate highways – or with abundant industrial sites along highways – have significant advantages for location and growth of manufacturing and warehousing activity. The miles of interstate highway located within a metropolitan area reflects both the length and number of interstates that traverse each metro.

We have 199 miles of interstate highway. The average for the 23 metros is 189 miles.

Transportation Services

Source: Quarterly Census of Employment and Wages, U.S. Bureau of Labor Statistics, 2022-2024 (accessed July 2025)

1	INDIANAPOLIS	185
2	COLUMBUS	166
3	OKLAHOMA CITY	155
4	FAYETTEVILLE	154
5	NASHVILLE	152
6	CINCINNATI	136
7	SALT LAKE CITY	129
8	KANSAS CITY	128
9	DENVER	109
10	**GREATER OMAHA**	**104**
11	TULSA	102
12	DES MOINES	101
13	BOISE	98
14	BUFFALO	90
15	MILWAUKEE	90
16	SAN ANTONIO	90
17	PITTSBURGH	89
18	MINNEAPOLIS	88
19	GREENVILLE	74
20	RALEIGH	72
21	GRAND RAPIDS	69
22	AUSTIN	59
23	MADISON	56

A large, local transportation and logistics industry provides an advantage for businesses. We capture these benefits through the share of metropolitan area employment in the transportation and warehousing industry.

Transportation services comprise 4.4% of our jobs, placing us ahead of the national average of 4.2%.

Passenger Enplanements

Source: Federal Aviation Administration, 2022-2024 (accessed July 2025)

1	DENVER	596
2	MINNEAPOLIS	269
3	SALT LAKE CITY	207
4	NASHVILLE	177
5	AUSTIN	170
6	RALEIGH	110
7	KANSAS CITY	87
8	SAN ANTONIO	83
9	INDIANAPOLIS	76
10	PITTSBURGH	71
11	CINCINNATI	67
12	COLUMBUS	65
13	MILWAUKEE	47
14	**GREATER OMAHA**	**39**
15	BOISE	38
16	BUFFALO	36
17	OKLAHOMA CITY	34
18	GRAND RAPIDS	30
19	TULSA	25
20	DES MOINES	24
21	GREENVILLE	20
22	MADISON	17
23	FAYETTEVILLE	16

Airports that serve as hubs for national travel, or draw on a large regional passenger base, generate high levels of passenger travel and a variety of route options. Consequently, metropolitan areas containing airports with more passenger enplanements would provide an advantage to local business travelers.

With almost 2.4 million enplanements, we rank 14th and fall below the 23-metro average of 6.2 million. Our passenger enplanements have been steadily increasing, but at a slower pace than our comparisons.

Cost of Doing Business

Businesses operating within a metropolitan area face a variety of common “costs of doing business” that can make a serious impact on the bottom line.

Indicators of this index include:

- Hourly Wage Rates
- Space Rental Rates
- Industrial Energy Rates
- Business Tax Rates

#15

129 San Antonio

122 Austin

121 Oklahoma City +Tulsa

113 Nashville

109 Indianapolis

106 Grand Rapids + Des Moines + Greenville

105 Raleigh + Cincinnati + Kansas City

103 Boise

101 Fayetteville + **GREATER OMAHA**

100 US

99 Salt Lake City + Columbus

96 Pittsburgh

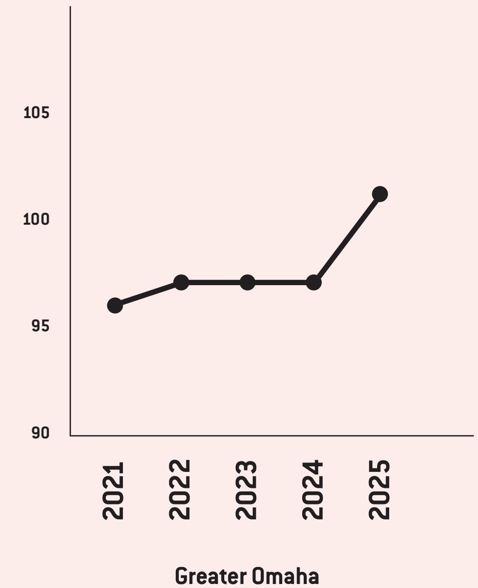
93 Milwaukee

92 Madison

91 Denver

90 Buffalo

81 Minneapolis



Improved from ranking of 17th last year to 15th this year

Greater Omaha consistently posts lower business costs due to lower wage rate and industrial energy costs

Cost of Doing Business

Labor Costs

Source: Occupation Employment Survey, U.S. Bureau of Labor Statistics, 2022-2024 (accessed July 2025)

1	OKLAHOMA CITY	83
2	GREENVILLE	83
3	TULSA	85
4	GRAND RAPIDS	86
5	FAYETTEVILLE	86
6	BOISE	87
7	DES MOINES	87
8	**GREATER OMAHA**	**87**
9	PITTSBURGH	89
10	MADISON	89
11	BUFFALO	89
12	CINCINNATI	90
13	SAN ANTONIO	90
14	COLUMBUS	92
15	KANSAS CITY	92
16	INDIANAPOLIS	92
17	NASHVILLE	92
18	SALT LAKE CITY	93
19	RALEIGH	94
20	MILWAUKEE	95
21	AUSTIN	97
22	MINNEAPOLIS	99
23	DENVER	106

Occupations included: accountants, software developers, lawyers, retail salesperson, licensed practical nurses, industrial machinery mechanics, and heavy truck and tractor-trailers drivers.

Labor costs, the greatest expense for many businesses, refer to the general level of wages required for workers given a particular skill level. Labor costs are best measured by comparing hourly wages across metropolitan areas for a set of common occupations that reflect various skill and education levels.

Greater Omaha ranks 8th in 2025, slipping from 5th last year. Our average wage rate for these occupations is $37.00, 13% below the national average.

Industrial Energy Costs

Source: Competitive Market Study (2021-2023), National Electric Rate Study (2020), Lincoln Electric Systems' National Electric Rates Survey (2021-2024) and Energy Information Administration, U.S. Department of Energy (state natural gas rates) [accessed July 2025]

1	OKLAHOMA CITY	80
2	TULSA	82
3	AUSTIN	82
4	SAN ANTONIO	92
5	BOISE	93
6	**GREATER OMAHA**	**102**
7	GREENVILLE	105
8	DES MOINES	107
9	NASHVILLE	108
10	RALEIGH	113
11	SALT LAKE CITY	119
12	MINNEAPOLIS	123
13	MADISON	125
14	INDIANAPOLIS	127
15	MILWAUKEE	127
16	GRAND RAPIDS	128
17	CINCINNATI	128
18	COLUMBUS	128
19	DENVER	128
20	FAYETTEVILLE	129
21	KANSAS CITY	133
22	BUFFALO	138
23	PITTSBURGH	145

Utility costs refer to the bundle of utilities, including electric, natural gas, water and sewer and broadband access. Consistent, comparable measures of cost, however, are limited for utilities and are most feasible for electric and natural gas utility rates. This indicator reflects average industrial rates for electricity and natural gas.

Our energy costs are 2.0% above the national average, giving us a rank of 6th.

Space Costs

Source: Partners, Quantum Commercial Group, Cushman and Wakefield, Cushman and Wakefield, Cushman and Wakefield/NAI Ohio Equities, Cushman and Wakefield/Hoff and Leigh, Cushman and Wakefield, Cushman and Wakefield and Sage Partners, Colliers/NAI Wisinski of West Michigan, Cushman and Wakefield/NAI Earle Furman, Cushman and Wakefield, Newmark Grubb Zimmer, Cushman & Wakefield/Colliers, NAI Sullivan Group, NAIRed Commercial Real Estate, Cushman & Wakefield/Lee and Associates, Founders/Colliers/Marcus and Millichap, Cushman and Wakefield/Colliers, NAI NP Dodge, Cushman & Wakefield/Colliers, Institutional Property Advisors, Cushman and Wakefield/CBRE, Cushman and Wakefield/McGraw Commercial Properties (accessed Aug. 2025)

1	CINCINNATI	77
2	GRAND RAPIDS	79
3	TULSA	80
4	OKLAHOMA CITY	83
5	MILWAUKEE	84
6	BUFFALO	85
7	KANSAS CITY	85
8	DES MOINES	86
9	GREENVILLE	86
10	INDIANAPOLIS	88
11	PITTSBURGH	92
12	MADISON	92
13	COLUMBUS	93
14	**GREATER OMAHA**	**99**
15	FAYETTEVILLE	102
16	SAN ANTONIO	102
17	BOISE	104
18	SALT LAKE CITY	112
19	MINNEAPOLIS	113
20	RALEIGH	126
21	NASHVILLE	133
22	DENVER	137
23	AUSTIN	162

Space costs are compared on a per-square-foot basis and reflect the costs for all types of business properties, including industrial, commercial and retail properties.

With our average rental rates of $16.89 per square foot, we rank 14th. Greater Omaha maintained this ranking last year and four years back.

Business Tax Rates

Source: 2024 Facts and Figures, National Tax Foundation (Rates as of March 15, 2024)

2	AUSTIN	50
2	SAN ANTONIO	50
3	NASHVILLE	57
4	RALEIGH	68
5	INDIANAPOLIS	74
6	DENVER	84
8	OKLAHOMA CITY	84
8	TULSA	84
9	KANSAS CITY	84
10	SALT LAKE CITY	87
11	FAYETTEVILLE	87
12	GRAND RAPIDS	96
14	CINCINNATI	99
14	COLUMBUS	99
15	DES MOINES	102
16	PITTSBURGH	106
17	GREENVILLE	110
18	BOISE	110
19	**GREATER OMAHA**	**111**
21	MADISON	148
21	MILWAUKEE	148
22	BUFFALO	176
23	MINNEAPOLIS	187

Note: Ohio and Texas only have gross receipt taxes. Gross receipt tax rates are not strictly comparable to corporate income tax rates. Corporate income tax rates in these 2 states are set to the average.

Business tax rates are another important factor for cost of doing business. The corporate income tax rate is important for corporations, but the top personal income tax rate is critical for many other businesses.

Greater Omaha ranks 19th out of the 23 metro areas in the 2025 Barometer.

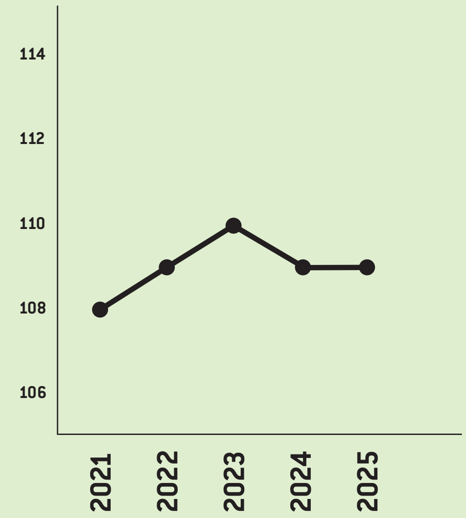
Quality of Life

Quality of life plays a key role in attracting and retaining talent in a metropolitan area, making it a significant consideration for businesses that rely on those employees.

Key Quality of Life components include:

- Cost of Living
- Commute Time
- Health Care Access
- Violent Crime Rate
- Air Quality
- Climate
- National Recreation Amenities
- Arts and Culture
- Other Mobility

130	Salt Lake City
122	Pittsburgh
119	Madison
115	Nashville
114	Denver
112	Buffalo
110	Milwaukee
109	**GREATER OMAHA**
107	Austin + Boise
106	Fayetteville
104	Minneapolis
102	Cincinnati
100	US San Antonio + Greenville
95	Oklahoma City + Tulsa
94	Grand Rapids
93	Des Moines
92	Raleigh
91	Kansas City + Indianapolis + Columbus



Greater Omaha

Maintained a rank of 8th from last year

- Has potential to move to the top of the rankings if there are further improvements in health care access, cost of living and mobility

Leading in abundant arts and cultural opportunities (#2) and quick commute times (#2)

Natural disadvantages in climate and natural recreation amenities

Quality of Life

Cost of Living

Source: Council for Community and Economic Research, Q1-Q3 2024 Average.

1	OKLAHOMA CITY	82	
2	TULSA	85	
3	DES MOINES	86	
4	INDIANAPOLIS	89	
5	KANSAS CITY	91	
6	SAN ANTONIO	91	
7	**GREATER OMAHA**	**92**	
8	GREENVILLE	93	
9	MINNEAPOLIS	94	
10	FAYETTEVILLE	94	
11	COLUMBUS	95	
12	BUFFALO	96	
13	CINCINNATI	96	
14	RALEIGH	97	
15	AUSTIN	97	
16	PITTSBURGH	98	
17	NASHVILLE	98	
18	GRAND RAPIDS	99	
19	MILWAUKEE	100	
20	BOISE	102	
21	MADISON	105	
22	DENVER	108	
23	SALT LAKE CITY	109	

Cost of living is a comprehensive measure of the cost of household goods and services, such as housing, groceries, utilities and other common services.

Greater Omaha's cost of living is 8% below the national average.

Health Care Access

Source: Occupational Employment Survey, Bureau of Labor Statistics, 2022-2024 (accessed July 2025) and U.S. Census Bureau (accessed July 2025)

1	MADISON	146
2	MILWAUKEE	136
3	INDIANAPOLIS	129
4	NASHVILLE	124
5	PITTSBURGH	122
6	BUFFALO	121
7	COLUMBUS	120
8	SALT LAKE CITY	119
9	KANSAS CITY	118
10	**GREATER OMAHA**	**118**
11	CINCINNATI	117
12	GRAND RAPIDS	116
13	MINNEAPOLIS	108
14	OKLAHOMA CITY	105
15	DES MOINES	104
16	GREENVILLE	102
17	TULSA	98
18	DENVER	98
19	BOISE	92
20	RALEIGH	91
21	SAN ANTONIO	89
22	FAYETTEVILLE	86
23	AUSTIN	81

Access to health care, a key quality of life amenity, generally rises when doctors, nurses and other health care professions account for a larger share of the workforce.

#10 ranked Greater Omaha beats the national average by 0.5% with 3.3% of our population working in healthcare jobs.

Commute Time

Source: American Community Survey, U.S. Census Bureau, 2019-2023 Average (accessed July 2025)

1	DES MOINES	78
2	**GREATER OMAHA**	**79**
3	FAYETTEVILLE	80
4	BUFFALO	81
5	MADISON	82
6	TULSA	82
7	GRAND RAPIDS	83
8	MILWAUKEE	86
10	BOISE	86
10	SALT LAKE CITY	86
11	KANSAS CITY	88
12	OKLAHOMA CITY	88
13	COLUMBUS	90
14	MINNEAPOLIS	92
15	GREENVILLE	94
16	CINCINNATI	94
17	INDIANAPOLIS	95
18	PITTSBURGH	98
19	SAN ANTONIO	101
20	RALEIGH	101
22	AUSTIN	103
22	DENVER	103
23	NASHVILLE	105

Commute time is a measure of the cost of living in terms of time, showing the ease of travel to destinations around a metropolitan area.

Greater Omaha's average commute is 20.9 minutes, almost six minutes faster than the national average.

Violent Crime Rate

Source: Unified Crime Reports, Federal Bureau of Investigations, 2024 (accessed Aug. 2025)

1	MADISON	68
2	BOISE	77
3	**GREATER OMAHA**	**90**
4	RALEIGH	94
5	PITTSBURGH	103
6	DES MOINES	109
7	AUSTIN	112
8	FAYETTEVILLE	116
9	COLUMBUS	122
10	GREENVILLE	136
11	BUFFALO	136
12	SALT LAKE CITY	146
13	OKLAHOMA CITY	153
14	CINCINNATI	163
15	SAN ANTONIO	182
16	TULSA	187
17	GRAND RAPIDS	189
18	INDIANAPOLIS	214
19	MINNEAPOLIS	224
20	DENVER	240
21	NASHVILLE	243
22	KANSAS CITY	266
23	MILWAUKEE	314

Personal safety is a critical component of quality of life and can be captured by the violent crime rate. This indicator compares violent crimes per 100,000 people across the metros.

The violent crime rate in Greater Omaha is less than the U.S. and is ranked 3rd. Greater Omaha was ranked 4th last year.

Quality of Life

Air Quality

Source: Air Quality Index Report, Environmental Protection Agency, 2022-2024 (accessed July 2025)

1	GREENVILLE	103
2	RALEIGH	103
3	FAYETTEVILLE	102
4	BUFFALO	102
5	DES MOINES	102
6	NASHVILLE	102
7	GRAND RAPIDS	102
8	COLUMBUS	101
9	AUSTIN	101
10	MADISON	101
11	BOISE	101
12	**GREATER OMAHA**	**101**
13	PITTSBURGH	100
14	MINNEAPOLIS	100
15	MILWAUKEE	100
16	OKLAHOMA CITY	99
17	INDIANAPOLIS	99
18	KANSAS CITY	99
19	CINCINNATI	99
20	TULSA	99
21	SAN ANTONIO	98
22	SALT LAKE CITY	96
23	DENVER	92

Air quality is a critical indicator of pollution, measured for metropolitan areas by the Environmental Protection Agency (EPA). The EPA reports the share of days with good or moderate air quality each year.

In Greater Omaha, 97.4% of the time, we have good or moderate air quality, slightly above the 23-metro average of 96.8%.

Natural Recreation Amenities

Source: Economic Research Service, U.S. Department of Agriculture

1	SALT LAKE CITY	254
2	PITTSBURGH	199
3	NASHVILLE	183
4	AUSTIN	182
5	GREENVILLE	176
6	MADISON	172
7	MILWAUKEE	171
8	FAYETTEVILLE	168
9	BUFFALO	146
10	SAN ANTONIO	144
11	BOISE	140
12	DENVER	139
13	MINNEAPOLIS	123
14	DES MOINES	103
15	TULSA	95
16	RALEIGH	94
17	**GREATER OMAHA**	**92**
18	KANSAS CITY	83
19	GRAND RAPIDS	83
20	CINCINNATI	82
21	OKLAHOMA CITY	74
22	INDIANAPOLIS	66
23	COLUMBUS	55

The natural recreation amenities available to a metropolitan area – such as temperature, humidity, sunshine, topography and access to water – affect quality of life as well.

Greater Omaha ranks 17th for natural recreation amenities according to this index, primarily due to its flat topography and moderate access to water. We are ranked ahead of the nearby metropolitan areas of Kansas City and Oklahoma City.

Climate

Source: Economic Research Service, U.S. Department of Agriculture

1	DENVER	188
2	SAN ANTONIO	144
3	AUSTIN	140
4	SALT LAKE CITY	128
5	BOISE	127
6	OKLAHOMA CITY	119
7	RALEIGH	109
8	GREENVILLE	108
10	FAYETTEVILLE	97
10	TULSA	95
11	CINCINNATI	74
12	KANSAS CITY	71
13	NASHVILLE	67
14	PITTSBURGH	62
15	COLUMBUS	62
16	MADISON	60
17	BUFFALO	59
18	**GREATER OMAHA**	**56**
19	INDIANAPOLIS	55
20	MILWAUKEE	54
22	GRAND RAPIDS	51
22	DES MOINES	45
23	MINNEAPOLIS	35

Quality of life also depends on climate. Key aspects of climate that contribute to comfort and outdoor activity include temperature, humidity and sunshine. The Economics Research Service has developed an index to measure climate amenities in metropolitan areas.

Omaha ranks 18th for climate amenities according to this index, primarily due to its cold winters and hot summers.

Arts and Culture

Source: Quarterly Census of Employment & Wages, U.S. Bureau of Labor Statistics, 2022-2023 (accessed July 2025) and County Business Patterns, U.S. Census Bureau, 2022-2023 (accessed July 2025)

1	NASHVILLE	253
2	**GREATER OMAHA**	**185**
3	PITTSBURGH	176
4	CINCINNATI	157
6	SALT LAKE CITY	154
6	MINNEAPOLIS	150
8	MILWAUKEE	146
8	FAYETTEVILLE	144
10	DENVER	143
10	BUFFALO	138
11	INDIANAPOLIS	131
13	KANSAS CITY	114
13	GRAND RAPIDS	107
15	MADISON	100
15	TULSA	95
18	OKLAHOMA CITY	92
18	COLUMBUS	87
18	SAN ANTONIO	75
19	AUSTIN	72
21	BOISE	72
21	DES MOINES	58
23	RALEIGH	48
23	GREENVILLE	36

Access to arts and cultural opportunities is another key component to quality of life. Access rises with the number and level of activity at performance companies, presenting organizations, museums and zoos. Since some organizations do not report attendance, activity is measured via employment in arts and cultural activities per person.

Greater Omaha offers abundant arts and cultural opportunities with 1.50 arts/cultural jobs per person, compared to the U.S. average of 0.81. We trail just behind Nashville and have been 2nd for the past four years.

Quality of Life

Other Mobility

Source: AllTransitTM Performance Score, Center for Neighborhood Technology (accessed July 2025); Walk Score and Bike Score, Walk Score (accessed July 2025)

1	MINNEAPOLIS	157
2	SALT LAKE CITY	143
3	PITTSBURGH	139
4	DENVER	139
5	BUFFALO	137
6	MILWAUKEE	135
7	MADISON	131
8	CINCINNATI	115
9	GRAND RAPIDS	114
10	AUSTIN	101
11	COLUMBUS	92
12	DES MOINES	91
13	SAN ANTONIO	87
14	BOISE	85
15	GREENVILLE	82
16	**GREATER OMAHA**	**81**
17	RALEIGH	79
18	TULSA	78
19	KANSAS CITY	76
20	INDIANAPOLIS	74
21	NASHVILLE	67
22	OKLAHOMA CITY	63
23	FAYETTEVILLE	36

Accessibility to employment and services via public transportation, bicycle and walking are an important component of quality of life for many urban residents.

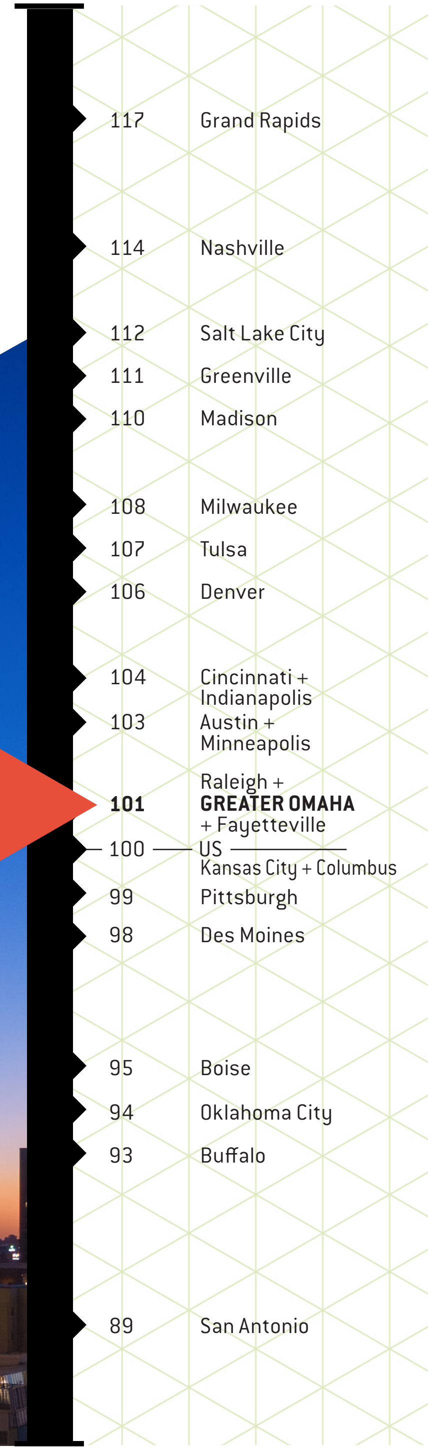
Greater Omaha is 9% below the national average and ranks 16th among the comparison metros.

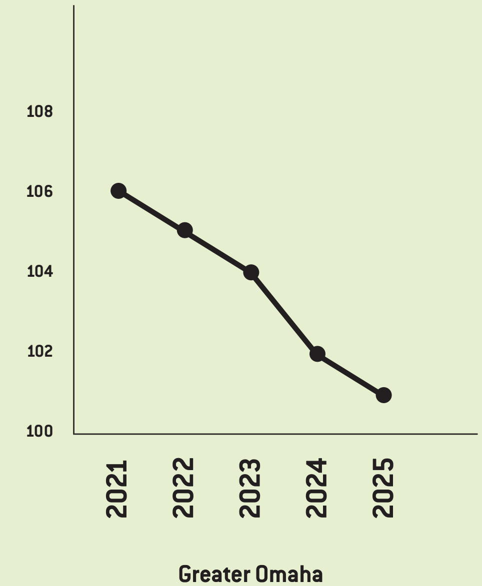
Private Capital

Private capital such as machinery, software and buildings are a cornerstone of a productive economy. A stock of private capital complements human capital in raising worker productivity and ensures a larger metropolitan economy.

Indicators of Private Capital include:

- Equipment
- Structures
- Intellectual Property Products





Greater Omaha ranks 14th, down from 13th last year

Ranks in the middle for all three private capital measures

Private Capital

Private Equipment

Source: National Income & Production Accounts, U.S. Bureau of Economic Analysis, 2021-2023; Current Employment Statistics, U.S. Bureau of Labor Statistics, 2021-2023 (accessed Aug. 2025)

1	GRAND RAPIDS	111
2	SALT LAKE CITY	110
3	NASHVILLE	110
4	INDIANAPOLIS	109
5	CINCINNATI	105
6	COLUMBUS	104
7	DENVER	103
8	MILWAUKEE	103
9	TULSA	103
10	KANSAS CITY	102
11	**GREATER OMAHA**	**101**
12	MINNEAPOLIS	101
13	DES MOINES	100
14	FAYETTEVILLE	99
15	MADISON	98
16	BOISE	97
17	GREENVILLE	96
18	PITTSBURGH	95
19	AUSTIN	94
20	RALEIGH	94
21	OKLAHOMA CITY	93
22	BUFFALO	92
23	SAN ANTONIO	90

Private equipment includes the equipment/machinery that employees use to produce goods and services in factories, construction sites, warehouses, offices, health care facilities and stores. Metros with a higher concentration of capital-intensive businesses have higher levels of private equipment per worker.

Our businesses possess $57,702 in private equipment per job, 1.0% more than the national average.

Intellectual Property Products

Source: National Income & Production Accounts, U.S. Bureau of Economic Analysis, 2021-2023; Current Employment Statistics, U.S. Bureau of Labor Statistics, 2021-2023 (accessed Aug. 2025)

1	GRAND RAPIDS	139
2	MADISON	138
3	AUSTIN	122
4	SALT LAKE CITY	118
5	MILWAUKEE	116
6	GREENVILLE	114
7	RALEIGH	112
8	NASHVILLE	110
9	DENVER	109
10	MINNEAPOLIS	107
11	CINCINNATI	102
12	TULSA	98
13	PITTSBURGH	98
14	KANSAS CITY	96
15	**GREATER OMAHA**	**96**
16	FAYETTEVILLE	93
17	BUFFALO	93
18	DES MOINES	93
19	INDIANAPOLIS	91
20	BOISE	89
21	COLUMBUS	89
22	SAN ANTONIO	82
23	OKLAHOMA CITY	70

Intellectual property products such as software or patented processes are key to the efficient and productive operation of businesses. The use of intellectual property products varies by industry but is especially prevalent in manufacturing.

Our businesses own $29,432 in intellectual property products per job, comparable to the national average of $30,655. This year we ranked 15th, down from 13th the previous year.

Private Structures

Source: National Income & Production Accounts, U.S. Bureau of Economic Analysis, 2021-2023; Current Employment Statistics, U.S. Bureau of Labor Statistics, 2021-2023 (accessed Aug. 2025)

1	GREENVILLE	123
2	NASHVILLE	123
3	TULSA	120
4	OKLAHOMA CITY	119
5	INDIANAPOLIS	110
6	FAYETTEVILLE	109
7	SALT LAKE CITY	109
8	COLUMBUS	108
9	CINCINNATI	106
10	**GREATER OMAHA**	**106**
11	PITTSBURGH	105
12	DENVER	104
13	MILWAUKEE	103
14	KANSAS CITY	103
15	MINNEAPOLIS	101
16	BOISE	100
17	DES MOINES	100
18	GRAND RAPIDS	100
19	RALEIGH	97
20	BUFFALO	95
21	MADISON	95
22	SAN ANTONIO	94
23	AUSTIN	93

Private structures house the factories, inventory, offices and stores that businesses use to serve their customers. The use and value of structures vary by industry, with industries such as manufacturing and warehousing often requiring more square feet of structures per worker.

Our businesses boast $123,705 in private structures per job, 6.0% more than the national average.

Methodology

In 2014, the Greater Omaha Chamber Research Department developed *The Barometer: an Economic Scorecard of the Greater Omaha Region*. In 2015, we contracted an objective third-party, the University of Nebraska-Lincoln Bureau of Business Research (BBR), to develop a new methodology for the Barometer. The *2025 Greater Omaha Barometer*, is the tenth edition of the Barometer report. It was developed by the University of Nebraska-Lincoln Bureau of Business Research (BBR), in coordination with the Greater Omaha Chamber Research Department.

The *2025 Omaha Barometer* compares the economic performance and characteristics of the Omaha economy with 22 other metropolitan areas from around the United States. These 22 comparison areas are a set of prosperous metros, primarily located in the Plains and Industrial Midwest. Comparisons reveal strengths and areas for improvement within the Omaha economy. The current edition of the Barometer continues to compare the Omaha area with Austin, Des Moines, Kansas City, Nashville, Oklahoma City, Raleigh and Salt Lake City. Further, the list of comparison regions now contains remaining mid-size metropolitan areas of the Plains including Tulsa and San Antonio, as well as additional midsize metropolitan areas in the Industrial Midwest including Milwaukee, Indianapolis, Grand Rapids, Cincinnati, Columbus, Pittsburgh, and Buffalo. Comparisons also are made with Denver and Minneapolis, two large metropolitan areas from neighboring or nearby states, since Omaha faces competition from these areas. Four other metropolitan areas with similar population as Omaha also have been added including the Fayetteville metro from the rapidly growing Northwest Arkansas region, the highly educated Madison, and Boise and Greenville from the rapidly growing Mountain West and Southeast regions of the country, respectively. The broader group of comparison regions provides an even clearer picture of the Omaha region's strengths and weaknesses as a metropolitan economy.

The *2025 Omaha Barometer* explores metropolitan characteristics related to economic growth and competitiveness including human capital, private capital, infrastructure capacity, innovation, entrepreneurship, quality of life for households, and the cost of doing business. Index values for each characteristic are calculated for Omaha and the 22 comparison metropolitan areas. Indexes are calculated utilizing data from 2021 through 2024, or if 2024 data is not yet available, 2020 through 2023. Data on education attainment and other measures from the *American Community Survey* are based on 5-year averages, from 2019 through 2023. An index of economic growth also is calculated for each metropolitan area, based on growth from 2021 through 2024 and an index of economic inclusivity is provided to see how broadly the residents of Omaha are participating in the area's prosperity. The *2025 Omaha Barometer* therefore reflects current conditions and recent growth in the metropolitan economy.

Changes to the 2025 Barometer from earlier editions include:

- **Time Comparison:** Greater Omaha Barometer values were re-estimated 5 years prior using the same set of measures and indexes. This re-estimation will occur each year as data are revised and new measures added to the Barometer.

- New Measures
  - Human Capital Index
    - > Growth of College Graduates Age 25-34
    - > Sales and Income Tax Rates
  - Cost of Doing Business Index
    - > Business Tax Rates

The data gathering and analysis work was completed by the BBR from April through August 2025. All data sources are cited within the report.

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