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Published by the Center for Urban Affairs  
University of Nebraska at Omaha  
June 1971

Reynolds, Harry W., Jr., Perceptions of Poverty Families About the Incidence and Effect and Redress of Poverty in Omaha, January 1966.

"Between March and May, 1965, 1112 families residing in nineteen census tracts in the City of Omaha were interviewed . . . with respect to various characteristics of their income, composition, and opinion as these items related to understanding the status of the economically underprivileged in their neighborhoods."

Retallick, Harold J. and Charles R. Gildersleeve, Omaha Trade Area Study No. 1: License Plate Survey of Two Major Shopping Points, February 1967.

"This study is a preliminary attempt at the delimitation of Omaha's retail trade area." Data was gathered "during the three week period prior to Christmas, 1966."

Danton, Lawrence A., Factors Influencing the Development of Omaha, March 1967.

"This report is a short overview of the dominant factors which have influenced the development of the Omaha Standard Metropolitan Statistical Area (SMSA) . . . . The primary emphasis is on the tangible aspects involved in the city's development."

Danton, Lawrence A., The Economic Structure of the Omaha SMSA, April 1967.

"In the report attention is placed upon a descriptive and analytical evaluation of the present economic structure of the Omaha SMSA

with particular emphasis on the manufacturing sector of the economy."

Danton, Lawrence A., Summary: The Potential Additional Supply of Labor Available to the Omaha SMSA, May 1967.

"The purpose of this study is to determine from the best information available the potential supply of labor available to present and prospective employers in the community composing the Omaha SMSA."

Barnett, Larry D., Omaha Unemployment Feasibility Study: Final Report, June 1967.

"The research reported here was designed to test the feasibility of a practical approach to the reduction of unemployment, particularly among Negroes."

Zipay, John P., The Changing Population of the Omaha SMSA 1860-1967 With Estimates for 1970, July 1967.

"The purpose of this report is to analyze the population structure of the Omaha metropolitan area from its evolution in the mid-19th century to its half million size of today. Although past events have been of importance in shaping the present population, this study will deal mainly with the immediate past."

Danton, Lawrence A. and Masoud Hariri, Preliminary Projections of the Growth of the Omaha SMSA to 1990, August 1967.

"The volume of employment in a geographic

division is a significant criterion in measuring its overall economic activities. This report is designed to forecast the future course of these activities in the Omaha SMSA through the projections of labor force and employment in various industries at ten-year intervals to 1990."

Retallick, Harold J., Charles R. Gildersleeve, and Donald W. Lea, Geographic Background Report No. 1: Omaha's Agricultural Core Region, August 1967.

"The material presented here in atlas form will help to provide a basic background for analyzing Omaha's sphere of influence. Since much of the data presented on the maps employed statistics from the newly published agricultural census of 1964, the maps should have reference value as well as of being of general interest."

Retallick, Harold J. and Charles R. Gildersleeve, Omaha Trade Area Study No. 2: An Analysis of Telephone Calls, Newspaper Circulation, and Correspondent Banks, August 1967.

"This study is designed to show the influence of Omaha by using factors which cover a larger area than retail shopping, but also are of a more constant nature in their affiliation with Omaha."

Lea, Donald W. and John T. Wilhelm, Omaha Trade Area Study No. 3: License Plate Survey of Eight Major Shopping Points, December 1967.

"This study represents the second in a series of license plate surveys to aid in a delimitation of Omaha's retail trade area."

Root, Kenneth A. and John P. Zipay, Unemployment in Omaha in Relation to the Armour Closing, February 1968.

After the closing of Armour and Company, it was suggested that two geographical areas of the community, where a significant number of Armour workers resided, be industrially developed or redeveloped. "However, prior to such industrial development, a preliminary perspective of the social and economic, as well as geographical features, needed to be investigated. This report serves as this initial assessment."

Gildersleeve, Charles R., John T. Wilhelm, and Donald W. Lea, Omaha Trade Area Study No. 4: Milk, Grain, and Livestock Source Areas, May 1968.

"Most studies of the influence of urban places not only deal with the areas to which goods and services are sent by the city, but also deal with the areas from which the city obtains some of its basic needs . . . .

This study concerns itself with the question: Where are the basic needs of the city coming from?"

Chang, Perry P., An Input Output Study for the Omaha SMSA, 1963: A Provisional Report, July 1968.

"While it is provisional in the sense that this study may be improved through the use of additional data and relaxation of certain assumptions, this report will show some interesting aspects of the area's economy and trends of its development."

Barger, George, W., Social Cohesion in Omaha: A Preliminary Study, September 1968.

This report deals with some of the present problems of society. "While previous (CUA) reports have been concerned primarily with economic variables, shopping areas, products, input-output rates -- this investigation is a preliminary report on the 'collective conscience' of Omaha."

Kessler, Judy and George W. Barger, Social Participation and Life Satisfaction of Senior Citizens, September 1968.

"This is the second in a series of three surveys relating social participation and life satisfaction as reported by residents of five high-rise apartment buildings in the City of Omaha."

Retallick, Harold J., Charles R. Gildersleeve, and Donald W. Lea, Omaha Trade Area Study No. 5: Omaha Spheres of Influence, September 1968.

"It is the purpose of this . . . study . . . to combine the factors which contribute to establishing the tributary area hinterland of Omaha and also combine the supporting area indicators to ascertain this aspect of the hinterland."

Brilhart, Barbara, The Manpower and Related Agencies of Omaha: A Pilot Study of Their Functions and Interconnections, December 1968.

The primary purpose of this study was "to gather data on the functioning of manpower and related agencies in Omaha which might eventually be used by graduate students in an Urban Studies program at the University of Nebraska at Omaha."



Gildersleeve, Charles R. and Roger E. Corbin, Omaha Trade Area Study No. 6: License Plate Survey of Five Major Shopping Points, June 1969.

"This is the third in a series of continuing studies in the attempt to ascertain Omaha's retail trade area. The method utilized, as in the past, is that of recording license plate prefix numbers at the three major and two minor shopping points within the Omaha SMSA."

Brilhart, Barbara L., Teaching Communication Skills in the Context of the World of Work: A Pilot Project, October 1969.

This report is organized into three sections: "(1) concepts of work-orientation; (2) innovations in work-oriented curricula; and (3) integration of communication skills and occupational skills."

Stolen, J. D. and P. C. Chang, An Input Output Study for the Omaha SMSA, October 1969.

"This study is an extension and refinement of a previous report on the Omaha Standard Metropolitan Statistical Area (SMSA) by Perry P. Chang. The present study makes three major changes in Chang's report, in that it obtains output and value added of industries in the Omaha area, exports and imports of the industries, certain income multipliers, forecasts of output in the Omaha area for 1975 and 1990, and compares the three results with Chang's."

Center for Urban Affairs, Inventory of Urban-Related Courses, Programs, and Activities of the University of Nebraska System, December 1969.

The inventory is a compilation of information

received from departments of the Lincoln Campus, Medical College, and Omaha Campus of the University of Nebraska.

Kessler, Judy and Nancy Wilson, Aging Group Consciousness and Cohesion: Some Empirical Considerations, December 1969.

"This is the third and final evaluation of a recreation program sponsored by the Omaha Parks, Recreation and Public Property Department in public housing facilities for the elderly."  
(A summary of Judy Kessler, Cohesiveness and Aging: An Empirical Test, and Nancy Wilson, Aging Group Consciousness: An Empirical Test, which are not available for general distribution.)

Turner, Keith K., Construction Activity in Nebraska and the Omaha and Lincoln Metropolitan Areas, March 1970.

This monograph, together with monthly construction activity bulletins, is intended to provide an indicator of metropolitan area construction activity.

Steele, E. J., The Omaha Economy: Yesterday, Today, Tomorrow, Continuing Series.

In this brochure Professor Steele comments on and analyzes contemporary economic issues.

Hill, Mildred, Directory of Early Childhood Education Centers in Metropolitan Omaha, October 1970.

The directory is arranged into three sections: (1) alphabetical listing, (2) listing by areas of the city and (3) listing by age group of

Omaha Early Childhood Education Centers.

Zipay, John P., First Count Census Data: Population and Housing Characteristics for Douglas County, Nebraska, February 1971.

"This report presents a brief summary of First Count Census data for Douglas County, Nebraska. It has been aggregated into the 95 census tracts of the county from block group and enumeration district data in File A of the Nebraska First Count tape."

Cunningham, John C., Education and Manpower in the Omaha SMSA, April 1971.

This study is a compilation of statistics on education and manpower in the Omaha Standard Metropolitan Statistical Area (SMSA).

Lunbeck, Carol J., Child Care Facility Locator System, April 1971.

The package includes a deck of 100 computer cards; a listing of all child care facilities by card number; a map illustrating location categories; an alphabetical listing of all child care facilities, their street addresses and telephone numbers; and instructions for using the locator system.

Nye, John, 1970 First Count Census Data: Owner/Renter Occupancy, by Race, for Douglas County, Nebraska, May, 1971.

In Progress

Anthes, William, Statistical Examination of the Concentrated Employment Program.

McCune, Robert P., Joan Baker, and Michael Adams, An Evaluation of The Manpower for Urban Progress Program at UNO, 1970-1971.

Simpson, Robert, Resource Development for Omaha Groups Serving the Poor: Toward a University Information Service for Program Evaluation by Agency Personnel - Focus on Manpower and Housing.

Stolen, J. D. and Keith K. Turner, Value Added Study of the Omaha SMSA.