



UNIVERSITY OF NEBRASKA AT OMAHA
SUPPORT AND TRAINING FOR
THE EVALUATION OF PROGRAMS



Urban League of
Nebraska

*Empowering Communities.
Changing Lives.*

Diversity and Talent Inclusion Study

Greater Omaha Chamber

and

The Urban League of Nebraska

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Support and Training for Evaluation of Programs

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Table of Contents

Executive Summary	4
Recommendations	6
Introduction	7
Methodology	9
Description of Respondents	11
Retention in Greater Omaha	13
Sense of Community	16
The Lived Environment	19
Economic Aspects.....	19
Physical Aspects	23
Social Aspects	27
In the Workplace	34
Equal Opportunity	35
Diversity and Inclusivity.....	36
Professional Development	36
Mentorship.....	37
Small Business Ownership.....	38
Focus Groups	41
Limitations	48
Appendix I: Survey Outreach Efforts	49
Appendix II: Survey Responses	53
Appendix II: Survey	54

Executive Summary

Description of Respondents

The primary objective of this project was to hear from Black YPs in Greater Omaha. The efforts to achieve an adequately sized sample of Black YPs was generally successful. Of the 675 useable respondents, their racial/ethnic identities were White/Caucasian (n=399, or 59%), Black/African American (n=181 or 27%) and Hispanic/Latino n=32 or 5%).

Retention

Omaha has been successful in attracting YP's – of the survey respondents, 48% moved to Greater Omaha from somewhere else and another 19% came back to Omaha after living elsewhere. Retention is a greater challenge, as 80% of the surveyed YPs would choose to live elsewhere. The retention challenge is even greater when broken out by race/ethnicity – 87% of Black YPs surveyed would choose to live elsewhere. Fortunately, there is an important difference between choosing to live elsewhere and actually moving elsewhere. When asked if respondents intend to be living in Omaha in the next five years, only 15% of YPs said no. More Black YPs do not intend to be living in Omaha in five years (23%).

Sense of Community

Black young professionals think it is important to feel part of the community, yet on each of the six related questions, they feel less connected than other YPs:

- Feeling connected to Omaha (44% vs. 62%); and
- Greater Omaha helps me fulfill my needs (43% vs. 67%).

Lived Environment

What are those community attributes that matter to YPs? We asked three sets of questions – economic, social and physical – on two dimensions, importance and satisfaction. On each of these dimensions, we found sizeable gaps in responses based on race/ethnicity, particularly on the dimension of satisfaction; Black young professionals are generally less satisfied than other YPs.

- Economic Aspects: local job opportunities and cost of living were most important to respondents and the gaps in satisfaction, based on race/ethnicity, were most noticeable. Black YPs were noticeably from other YPs in the following areas:
 - Availability of job opportunities (59% vs 80%);
 - Average income (46% vs. 66%);
 - Range of industries (53% vs. 70%); and
 - Affordable housing (54% vs. 69%).
- Physical Aspects: the most important finding had to do with public schools. While nearly all respondents rated public schools as important, only 36% of Black young professionals were satisfied with public schools in Great Omaha (compared to 58% of other YPs). Black YPs were also

less satisfied with the quality of trails/bike paths (46% vs. 55%) but more satisfied with the availability of public transportation (31% vs. 12%).

- Social Aspects: the importance of neighborhood friendliness and feeling safe were rated high by all YPs. The importance of neighborhood diversity varied based on race/ethnicity: 92% of Black young professionals rated diversity important compared to 76% of other YPs. Black young professionals were consistently less satisfied with:
 - Local arts and music (51% vs. 75%);
 - Friendliness of neighbors (57% vs. 80%);
 - Recreational opportunities (46% vs. 61%); and
 - Diversity of local residents (33% vs. 46%).

Workplace

In the workplace, similar disparities were found based on race/ethnicity. Several responses to questions are highlighted:

- Black young professionals are:
 - More frequently feeling overqualified (36% vs. 24%), are
 - Less frequently satisfied with their salary based on education and experience (39% vs 55%), and are
 - Less frequently satisfied with their current position (64% vs. 78%).
- Black young professionals are less confident they have an equal opportunity to be hired in Greater Omaha (49% vs. 76%) and are less confident they have an equal opportunity for promotion or advancement (43% vs. 67%).
- Fewer Black young professionals reported having a professional mentor than did other YPs (57% vs. 70%).
- On the positive side, many respondents were satisfied with opportunities for professional development and there were only modest differences based on race/ethnicity.

Focus Groups Recommendations

Three focus were conducted to better understand possible solutions to the lower levels of satisfaction found among YPs of color in Greater Omaha. The recommendations from focus group participants were largely about better engaging Black YPs:

- Events that links Black young professionals to Black mentors;
- Networking opportunities for black young professionals;
- Management trainings or refresher courses to leadership at companies and organizations;
- Opportunities to discuss race in a safe and comfortable setting in the workplace;
- Business loan training/education;
- Create access to funding for everyone, not just business owners in specific niches;
- Work with black business owners or potential business owners to get them interested in ventures such as tech companies; and
- Create opportunities for black business owners to network and work together to build capacity.

Introduction

In the late summer/early fall of 2016, STEPs was contacted by the Greater Omaha Chamber (GOC) and the Urban League of Nebraska to discuss the possibility of conducting a survey that would expand on a survey conducted by GOC in 2015. With a focus on attitudes of Black young professionals in Greater Omaha, there was concern that when compared to all YPs, the 2015 survey revealed young Black professionals were less satisfied and were much less likely to recommend Omaha (49% vs. 82%).

The STEPs evaluation team partnered with Greater Omaha Chamber and the Urban League of Nebraska to complete an evaluation of the Diversity and Inclusion project using mixed methods. We examined the Diversity & Inclusion Survey specifically focused on black young professionals. In addition, we conducted three focus groups to obtain an in-depth understanding of some of the quantitative survey results and validate previous beliefs about Black young professionals in Omaha.

The aim of this survey was to expand on the earlier findings through a more thorough survey and increased sample size, and seek to identify areas when the racial gap in attitudes could be addressed. The STEPs team met on multiple occasions with members of the GOC and Urban League of Nebraska to develop an acceptable survey throughout the fall and winter of 2016-17. The agreed-upon survey was based on similar work¹ and the aims of GOC and Urban League participants.

In many ways, the challenges facing Greater Omaha with respect to attracting and retaining YPs is consistent with other urban areas. Newcomers and YPs of color are challenged with fitting in and feeling connected to the area. According to a recent report by the Minneapolis-St. Paul Area Chamber of Commerce², half of all YPs found it difficult to connect with new people and the challenge was even greater for Black respondents. According to respondents in one focus group, “It is a culmination of factors, transplants find that natives are more insular, existing within their own networks. The door is automatically closed”³ (p. 13).

This survey found that 80% of YPs in Greater Omaha would choose to live somewhere else and that 87% of young Black professionals in the area would choose to live elsewhere. According to one survey respondent,

“Omaha is a poster child for disparities between the white population and the minority populations. The area may be nationally recognized for things like ‘best place to live’ and ‘safety,’ but the reality is those things come with a qualifier—they are only true for the white population. There are not many major companies based here which seems to mean there are fewer entry-level/early career YPs than in a market like KCMO. Omaha is a family town, social circles are tight, and advancement seems to be about who you know not what you know. Some transplants, particularly minorities, seem to experience isolation and

¹ Wiederhold, Anna, Laura Black and Ted Welser. 2013. “Final Report: Attracting and Retaining Clinton County’s Young People. <http://co.clinton.oh.us/wp-content/uploads/2011/03/2013-Community-Attitude-Survey-Young-Professionals-Results.pdf>

² Minneapolis-Saint Paul Area Chamber of Commerce. “Retaining Professionals of Color: 2016 Key Insights.”

³ Minneapolis-Saint Paul Area Chamber of Commerce. “Retaining Professionals of Color: 2016 Key Insights.”

struggle to advance in their careers once they arrive here. Put together, those are huge reasons for me to go. I stay because the cost of living is good. Some of this is conjecture based on conversation, some is based on data, but Omaha has a long way to go in terms of inclusivity.”

The hope is through this survey and the focus groups conducted by STEPs, Greater Omaha Chamber and the Urban League of Nebraska will have the information needed to retain and attract YPs, particularly those of color.

Methodology

Survey

The survey received final approval in early-January 2017 and testing began shortly thereafter. Greater Omaha Chamber Young Professionals and the Urban League of Nebraska worked with a team of volunteers to do some pretesting of the survey, and Craig Maher worked with a group at the University of Nebraska at Omaha in mid-January to pretest the survey on laptops and mobile devices. The pretest was finalized on January 20, 2017, and the survey went live shortly thereafter. The STEPs research team received preliminary survey data on January 27, February 10, February 17, February 23, March 6, and the final data on March 13, 2017. Appendix I provides a timeline of the survey and outreach efforts by GOC.

The goal was to get receive 500 total completed surveys, with a sample of 250 completed surveys from young Black professionals in Greater Omaha, 60 of whom would agree to participate in focus groups. The approach to the sample selection was a convenience sample that targeted social media and associations that cater to Black young professionals in Greater Omaha. Some of the targeted associations included Employee Resource Groups, activities during Black History Month, and Greater Omaha Chamber networks. The social media promotion included paid ads with links to the survey. (See Appendix I)

YPs were defined as respondents between the ages of 20 and 40 years who live in Greater Omaha. The table below shows the total number of completed surveys. Of the total surveys completed (n=858), 153 were dropped from the analysis because the respondent was either older than 40 years old or did not live in Greater Omaha (see Appendix II).

The analyses in the report are largely descriptive and focus on frequency distributions. Given the focus of the study, the survey questions were cross-tabulated based on race/ethnicity. Chi-square statistics are presented to help identify differences. Given the sample size, we were able to use a CI of $p < .01$. It is important to remember, however, that probability statistics are based on the probability sampling, which wasn't the case here. This was a convenience sample that was affected by the outreach efforts. Thus, while we include chi-square statistics, we emphasize the substantive (as we as statistical) difference.

Focus Groups

The STEPs team completed three focus groups in April, 2017 (the 4th, 6th and 11th). The focus groups were a convenience sample of the Black young professionals who completed the survey, expressed interest in participating in focus groups, and provided their contact information. Half of the Black YPs (n=91) agreed to participate in focus groups and provided contact information (email address). An email was sent to this list of survey respondents describing the length of the focus groups (60-90 minutes) and a range of dates.

The total number of participants was 19 Black young professionals. The focus groups were 60-90 minutes in length. The lead program evaluator facilitated the groups and the other STEPs team member was present to take notes. All focus groups were audio recorded and were compared to the notes for accuracy. All names were removed to protect anonymity of participants, individuals, and organizations mentioned in conversation. Audio recordings were deleted immediately after completion of the comparison.

Agreement was reached with GOC staff that one of the focus groups target small business owners and the other two be more generally focused on how to improve the Greater Omaha environment for Black YPs. The themes of the focus groups were as follows:

Group 1 (1 focus group): Small business owners (3 participants)

- Access to credit (main question; probe with invested money from donors or personal) and resources (2 questions)
- Lived environment/talk about race (4 questions)
 - What is your beliefs about integrating black young professionals into Omaha (having more culturally rounded events or activities – bands that range from or segregating young black professionals into their own area of Omaha (e.g. Baldwin Hills in Los Angeles)?
 - What is missing for black young professionals in Omaha? What is/are some strategy(ies) that can provide those missing elements?

Group 2 (2 focus groups): Black young professionals (7 and 9 participants, respectively)

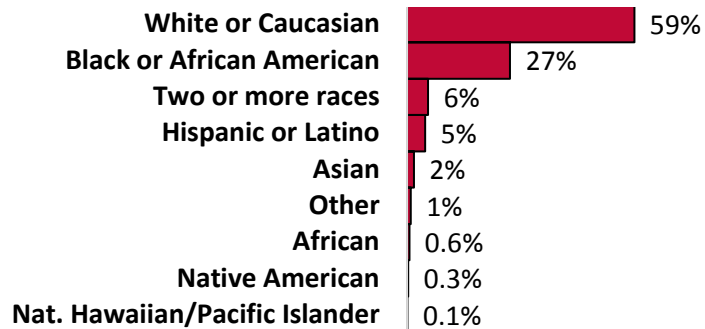
- Mentorship (1 question w/ probe) – Is your mentor black?; how helpful would it be to have a black mentor? Why do you believe it would be helpful?
- Upward mobility in a company (1 question w/ probe) – review survey results
- Lived environment/talk about race (4 questions w/ probes) – revise UL questions below into 1 w/ a probe or 2 questions, and then review survey results for lived environment
 - In Omaha, how often do you feel like you can express your views on race without career/social repercussions?
 - Do you believe there are opportunities for career growth for you/people of color in your company?
 - How often do you think about race in Omaha?

Description of Survey Respondents

Individual Characteristics

Over half of the survey respondents identified as White or Caucasian (59%) and over one in four identified as Black or African American (27%). The remaining quarter of the respondents identified as two or more races (6%), Hispanic or Latino (5%), Asian (2%), African (.6%), Native American (.3%), Native Hawaiian or Pacific Islander (.1%), or some other race (1%) (see Figure 1).

Figure 1. Race/Ethnicity



Just under two in three respondents were female (65%), one-third were male (33%), and fewer than 2% were transgender (.4%) or preferred not to disclose their gender (1%). Nearly half of the respondents were married (49%), one in four were single (n=25%), just over one in ten were dating (11%) or cohabitating (11%), and the remaining 4% were separated (1%), divorced (2%), widowed (0.1%), or had another type of relationship status (1%). Furthermore, nearly two in five of the respondents had children living at home (41%). Half of the respondents owned their home (50%) and just under half rented their homes (42%), the rest of the respondents lived with family or friends (8%) or had some other living arrangement (1%) (see Table 1).

Given the focus of this study, survey questions were examined based on race/ethnicity; comparisons were made between Black YPs and YPs from any of the other above-mentioned race/ethnicities, which were predominantly White/Caucasian.

Table 1. Individual Characteristics

Gender		Children At Home	
Female	65%	Yes	41%
Male	33%	No	59%
Transgender	.4%		
Prefer not to answer	1%		

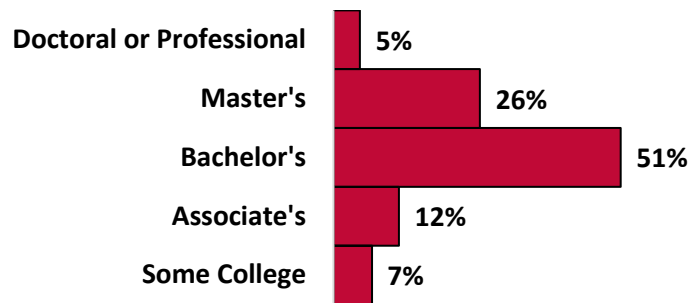
Marital Status		Home Ownership	
Married	49%	Own	50%
Single	25%	Rent	42%
Dating	11%	Live with family/friends	8%
Co-habiting	11%	Other	.6%
Separated	.7%		
Divorced	2%		
Widowed	.1%		
Other	1%		

Employment and Education

Nearly all respondents (96%) work inside the Greater Omaha area. Respondents represented diverse occupations. The occupation with the most representation was *business or finances* (23%), followed then by *other* (21%), *community or social service* (15%), and *management* (11%). Categories represented by 10% or fewer respondents included *education, training, or library* (10%), *computer or mathematical science* (6%), *arts, entertainment, sports, or media* (5%), *architecture or engineering* (4%), *legal* (3%), *healthcare or technical occupation* (2%), and *life, physical, or social science* (2%).

Just over half of respondents held a Bachelor's degree (51%), and just over one in four respondents held a Master's degree (26%). Additionally, 12% had an Associate's degree, 3% held a professional degree, and 2% held a Doctoral degree. Another 3% of respondents were working towards a degree, and 3% had completed some college without completing a degree (see Figure 3).

Figure 3. Educational Attainment



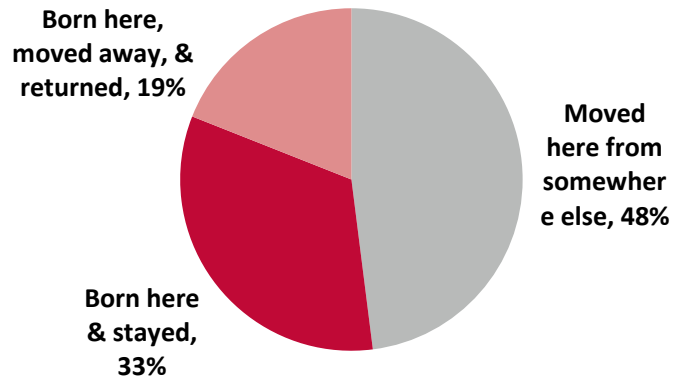
Retention in Greater Omaha

Arrived at Residence in Omaha

Just under half of the respondents (48%) reported they arrived in Greater Omaha by moving here from another place. The remaining respondents were born here and remained living here (33%), and nearly one in five (19%) were born in Greater Omaha, moved away and then moved back to Greater Omaha (see Figure 2).

When compared to other YP's, Black YPs are more likely to have been born here and stayed (40% vs. 30%), and born here, moved and come back (24% vs. 18%). Other YPs are much more likely than Black YPs to have moved here from another place (52% vs. 35%). The findings suggest that the area is more effective at retaining than attracting Black YPs.

Figure 2. Arrival In Greater Omaha



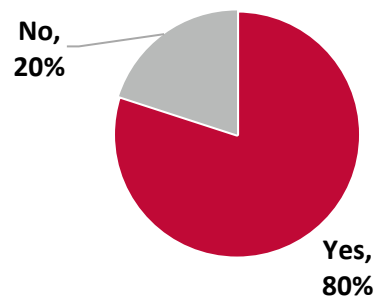
Desired to Move Away from Greater Omaha Area

The vast majority of respondents (n=538, or 80%) reported they would choose to live somewhere other than Greater Omaha (see Figure 4). While this was a sentiment shared across racial categories, a higher percentage of Black young professional (YP) respondents (87%) reported they would choose to live somewhere other than Greater Omaha than did respondents of other races (78%), representing a relatively small but statistically significant difference (p=.009).

Respondents who said they would choose to live somewhere else were asked why in an open-ended question. Of the 469 who would choose to live elsewhere and provided an open-ended response, the most frequently given reason for moving had to do with a **lack of diversity** and/or **racism** in the area (n=127). One respondent wrote,

“Omaha is a poster child for disparities between the white population and the minority populations. The area may be nationally recognized for things like ‘best place to live’ and ‘safety’ but the reality is those things come with a qualifier—they are only true for the white population. There are not many

Figure 4. Would choose to Live Somewhere Else



Black YPs more often reported they would choose to live somewhere other than Greater Omaha.

major companies based here which seems to mean there are fewer entry-level/early career YPs than in a market like KCMO. Omaha is a family town, social circles are tight, and advancement seems to be about who you know not what you know. Some transplants, particularly minorities, seem to experience isolation and struggle to advance in their careers once they arrive here. Put together, those are huge reasons for me to go. I stay because the cost of living is good. Some of this is conjecture based on conversation, some is based on data, but Omaha has a long way to go in terms of inclusivity.”

Another survey respondent wrote,

“I want to live in an environment where I do not feel isolated. I have a black family and when we eat out on the weekends, we are the only ones, when we take advantage of the outdoor recreational opportunities, we are the only ones, when we attend music and arts festivals, there are very few people who look like me. I would choose to live somewhere else because my children cannot be what they do not see. My child would not have the ability to see black doctors, lawyers, CEOs, community leaders, etc.–why would I choose to raise a family in this environment when there are other cities who do not struggle with this representation? Aside from occupations, my child would not have friends in our neighborhood or school who reflect them if I do not live in a specific part of the city. I feel isolated in Omaha, this is not a feeling of a place I want to call home.”

The other frequently given responses to the open-ended question about choosing to live somewhere other than Omaha were:

- Professional opportunities (n=105) – one respondent wrote, *“I prefer to stay in Omaha area but opportunities to grow professionally is not always possible;”*
- Family reasons (n=44) – many of these respondents wrote about a desire to be closer to family;
- Weather (n=32) – interestingly, the opinions were divided between those who prefer a warmer climate and those seeking colder weather;
- Wanting to live in a larger metropolitan area (n=30) – while many of these responses were stated in general terms, several respondents mentioned Denver and Chicago;
- Wanting to live in a more sustainable community (n=22), e.g., better public transportation, less need to drive—more walkable neighborhoods.

For those who responded no to the question of choosing to live somewhere other than Omaha, we received 85 open-ended responses. These responses consisted of four general themes:

- A general sense of being happy in Greater Omaha (n=39);
- Proximity to family (n=29);
- Satisfaction with current job and employment opportunities (n=9); and
- Cost of living (n=3).

The following are two responses that summarize YPs reasons for choosing to remain in Omaha:

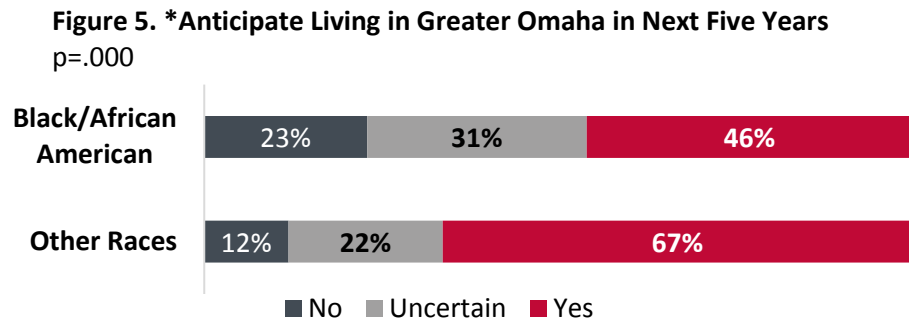
At this time I would not choose to move away from Omaha. Omaha is not perfect but it does have a good mix of the things I'm looking for in a city and it is close to my friends and family in Lincoln. I also believe that there are enough people who are invested in the city and helping it grow that it should continue to get better.

I have my dream job. I'm not moving. I grew up in Omaha and I want to raise children here in Omaha. The cost of living is easy here too.

Plans to Move Away from Greater Omaha

Despite the high number of respondents who reported they would choose to live somewhere other than Greater Omaha, 61% reported they anticipated living in Greater Omaha for the next five years, while 24% were uncertain, and 15% reported they did not anticipate staying. Just under half of the Black YP respondents (46%) anticipated living in Greater Omaha in the next five years, compared to two in three respondents of other races (67%), a statistically significant difference ($p=.000$; see Figure 5). Of the remaining Black YP respondents, 23% reported they anticipated living elsewhere, and 31% were unsure, compared to 12% and 22% for other races, respectively. **Black YPs more often anticipated leaving Greater Omaha in the next five years.**

Similar to the question above, respondents were asked an open-ended question about why they would stay in the Omaha area and, by far the biggest motivation was being from the area: having been born/raised here ($n=241$) and having family here ($n=145$). Other frequently provided responses were job/work opportunities ($n=77$) and affordability ($n=31$).



Nearly half of respondents reported moving to Greater Omaha from another place (compared to 33% who were born in Greater Omaha and stayed, and 19% who were born here but moved away and returned). There was a statistically significant difference between living situation prior to current residence and desire to move out of Greater Omaha, though the difference was minimal. Of those who had moved to Greater Omaha from another place, 84% reported they would choose to live elsewhere, compared to 81% of those who were born in Greater Omaha, moved away, and moved back, and 74% of respondents who were born in Greater Omaha and stayed here, reflective of the open-ended survey responses.

Retention Summary

Survey results indicated that more Black YPs would choose to live someone other than Greater Omaha than did respondents of other races. Furthermore, fewer Black young professionals anticipated living in Greater Omaha in the next five years than did respondents of other races. Finally, a relationship was found between the way in which respondents arrived in Greater Omaha and whether they would choose to move to another place; those who were born in Greater Omaha and stayed least often desired to move out of Greater Omaha, suggesting an opportunity to focus on retention of talented young professionals born in Greater Omaha.

Sense of Community

In an effort to understand the reasons contributing to the 2015 survey results that Black residents were less likely to refer their friends and family to the Greater Omaha area, survey respondents were asked their perceptions of their 1) belonging in community, 2) consideration of importance of and satisfaction with the lived environment, and 3) their experiences in the workplace.

Just under half (48%) of the YPs surveyed felt it was *essential* to feel a sense of community with members of the Greater Omaha area, while almost all other respondents (46%) felt it was *somewhat important*, (see Figure 6). While respondents of different races felt similarly, **Black YP respondents more often reported that feeling a sense of community was *essential*** (57%, compared to 45% of other races, $p=.015$). Several additional questions were asked to further explore the ways respondents felt connected to their community (see Table 2, Figure 6).

Figure 6. Importance of Sense of Community
All Respondents

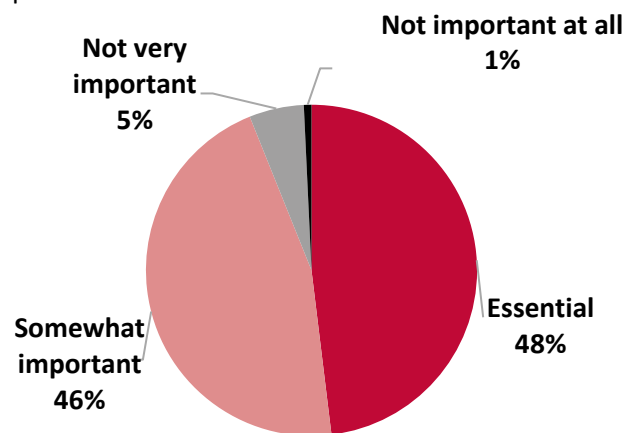


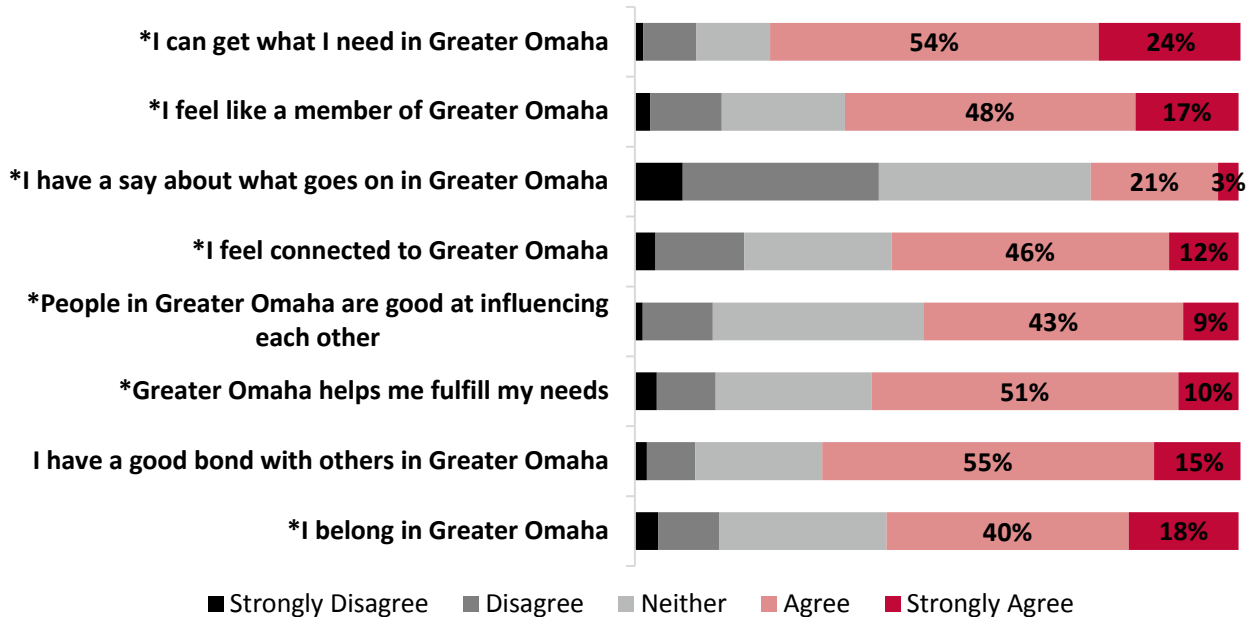
Table 2. Belonging in Greater Omaha

	N	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Sig.
I can get what I need in Greater Omaha.	662	1.4	8.8	12.2	54.4	24.0	*.000
I feel like a member of Greater Omaha.	673	2.5	11.9	20.4	48.1	17.1	*.000
I have a say about what goes on in Greater Omaha.	673	7.9	32.5	35.1	21.1	3.4	.001
I feel connected to Greater Omaha.	672	3.4	14.7	24.4	46.0	11.5	*.000
People in Greater Omaha are good at influencing each other.	672	1.3	11.6	35.0	42.9	9.2	*.005
Greater Omaha helps me fulfill my needs.	671	3.6	9.8	25.8	50.8	10.0	*.000
I have a good bond with others in Greater Omaha.	673	1.8	8.2	21.0	54.5	14.6	.373
I belong in Greater Omaha.	674	3.9	10.1	27.7	40.1	18.2	*.000

*the difference was both statistically significant and substantively important

Figure 6. Sense of Community

All Respondents



*indicates statistically significant different between Black YPs and YPs of other races

All Respondents

Over half of respondents agreed with five out of the eight statements about belonging in Greater Omaha. The statements with the highest rates of agreement included

- 1) I can get what I need in Greater Omaha;
- 2) I feel like a member of Greater Omaha; and
- 3) Greater Omaha helps me fulfill my needs.

Conversely, most respondents *disagreed, strongly disagreed, or were neutral* in response to the statement, “I have a say about what goes on in Greater Omaha.”

Group Comparisons

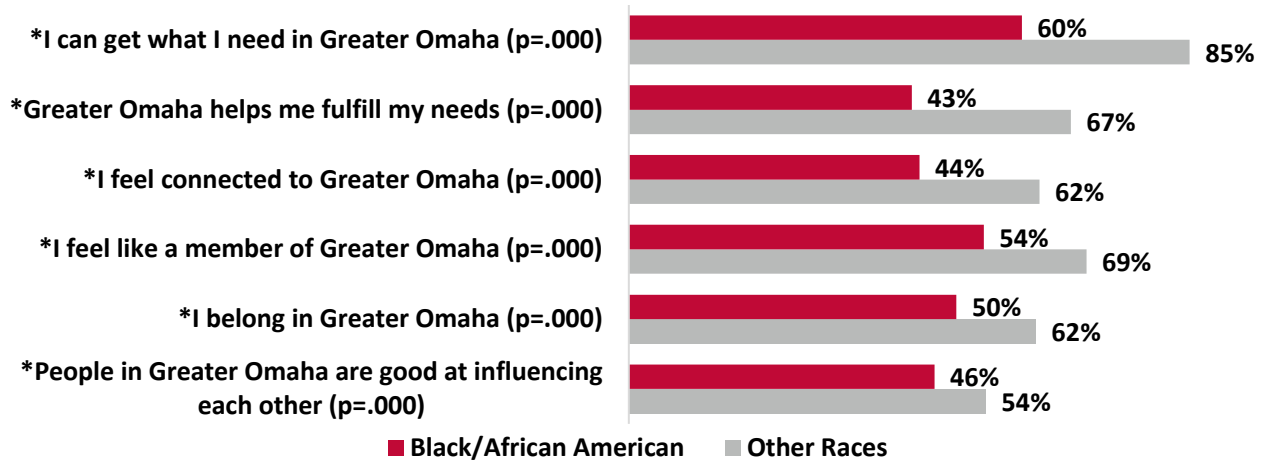
When comparing Black YP respondents to respondents of other races, a statistically significant difference in responses emerged on seven of the eight measure of community belongingness. However, a similarity was observed between Black YPs and YPs of other races regarding having a voice in the community. Though the difference was statistically significant, the groups felt similarly; only 24% of Black YPs and only 25% of other races agreed they had a say about what goes on in the Greater Omaha area.

On the other six measures, the differences were more pronounced (see Figure 7). Notably fewer Black YP respondents agreed they were able to fulfill their needs in Greater Omaha (43% compared to 67% of other races). Furthermore, the racial gap in responses to the question, “I can get what I need in Greater Omaha,” was 25-percentage points; fewer Black YPs *agreed* they could get what they needed in Greater Omaha.

Furthermore, merely 44% Black/African American respondents felt connected to Greater Omaha (compared to 62% of other races) and 54% felt like a member of Greater Omaha (compared to 69% of other respondents).

Black YPs perceive a lack of resources or lack of accessibility to resources in the Greater Omaha area and many Black YPs do not feel a sense of belonging or inclusivity in the Greater Omaha community.

Figure 7. Senses of Community
Group Comparisons



Sense of Community Summary

Most respondents felt a sense of belonging in Greater Omaha and the community was able to meet their needs, but upon further examination, it is evident that Black YP members of the community feel less connected. While Black young professionals in Greater Omaha more often reported feeling a sense of community was *essential*, the findings suggest a lack of resources or lack of accessibility of resources available to Black YPs. Additionally, the results suggest fewer Black YP respondents feel a sense of belonging in the Greater Omaha community than do respondents of other races.

The Lived Environment

The lived environment includes economic, physical, and social aspects of a community. Respondents were asked to consider the level of importance they place on elements of the lived environment when selecting a place to live, and their level of satisfaction with the same elements in the Greater Omaha area.

Economic Aspects of the Community

Importance of Economic Aspects

All Respondents

Respondents were asked to consider the importance of seven economic aspects of the community when determining where to live: availability of local job opportunities, range of

industries, average household income, availability of affordable housing, tax rates, cost of living, and educational opportunities for adults (see Table 2/Figure 8). YP respondents placed a high degree of importance on all of the economic elements of the community when determining where to live. The three elements most often rated as important were:

- 1) Availability of local job opportunities (97%);
- 2) Cost of living (97%); and
- 3) Availability of affordable housing (94%).

While the majority of respondents rated all seven economic elements important, the elements with the highest percentages of *neutral or low importance* were tax rates, educational opportunities for adults, and average household income.

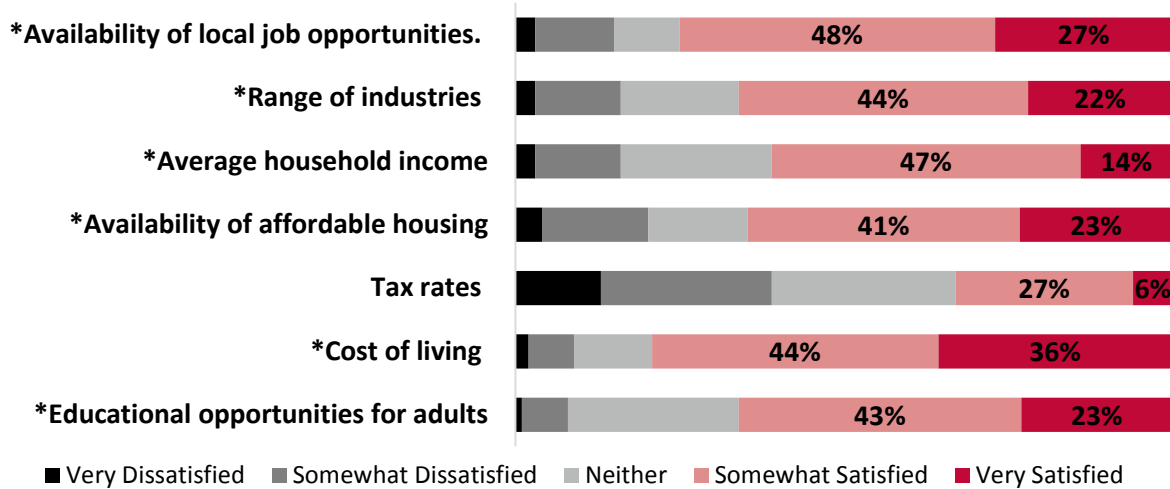
Table 3. Importance of Economic Aspects of a Community

	N	Not at all important	Not very important	Neither	Somewhat important	Very important	Sig.
Availability of local job opportunities.	676	.3	.4	2.7	15.2	81.4	.120
Range of industries (types of business in the region).	677	.3	3.2	9.7	39.3	47.4	.000
Average household income.	676	.3	5.3	18.3	41.7	34.3	*.000
Availability of affordable housing.	676	.4	1.5	4.3	25.4	68.3	.013
Tax rates.	674	2.7	7.7	13.9	37.4	38.3	*.000
Cost of living.	673	0	.3	2.4	23.6	73.7	.008
Educational opportunities for adults.	672	1.0	6.5	14.1	38.8	38.4	*.000

*the difference was statistically significant and substantive.

Figure 8. Sense of Community

All Respondents



*indicates statistically significant different between Black YPs and YPs of other races

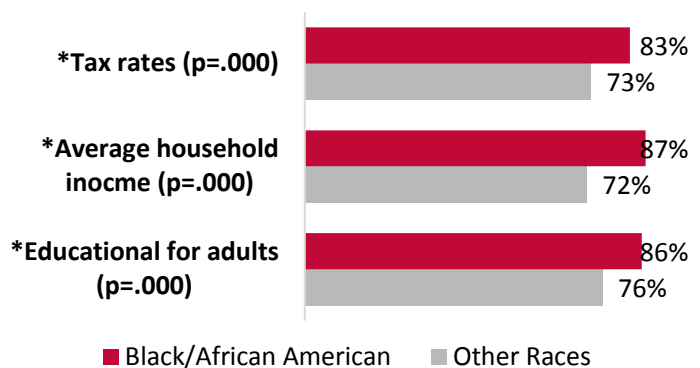
Group Comparisons

When comparing Black YP respondents with those from other races in how they rate economic aspects of a community, a couple of similarities were observed. YPs of all races agreed, at similar rates, on the importance of availability of local job opportunities and the availability of affordable housing. Furthermore, both Black YPs and YPs of other races placed a very high level of importance on the cost of living (98% of Black YPs and 97% of other YPs rated cost of living as important).

However, three of the observed differences, based on race, were substantive (see Figure 9). First, the largest observed difference (15 percentage points) was on average household income; Black YPs rated average household income as *important* or *very important* more frequently than other YPs (87% vs. 72%). In addition, Black YP respondents rated tax rates as *important* or *very important* more frequently when compared to respondents of other races (83% vs. 73%). Finally, Black YPs more frequently valued educational opportunities for adults (86% vs. 76%).

Figure 9. Importance of Economic Aspects

Groups Comparisons



Satisfaction with Economic Aspects

All Respondents

Considering the same seven economic elements of a community, respondents were asked to express their level of satisfaction with them in the Greater Omaha area (see Table 4/Figure 10). Over half of all respondents were either *satisfied* or *very satisfied* with six out of the seven of the elements. The respondents were most satisfied with

- 1) Cost of living (79%); and
- 2) Availability of local job opportunities (74%).

Roughly, two in three respondents expressed satisfaction with the range of industries, average household income, availability of affordable housing, and educational opportunities for adults. Only one in three respondents was satisfied with tax rates in Greater Omaha, reflecting the economic element with greatest dissatisfaction.

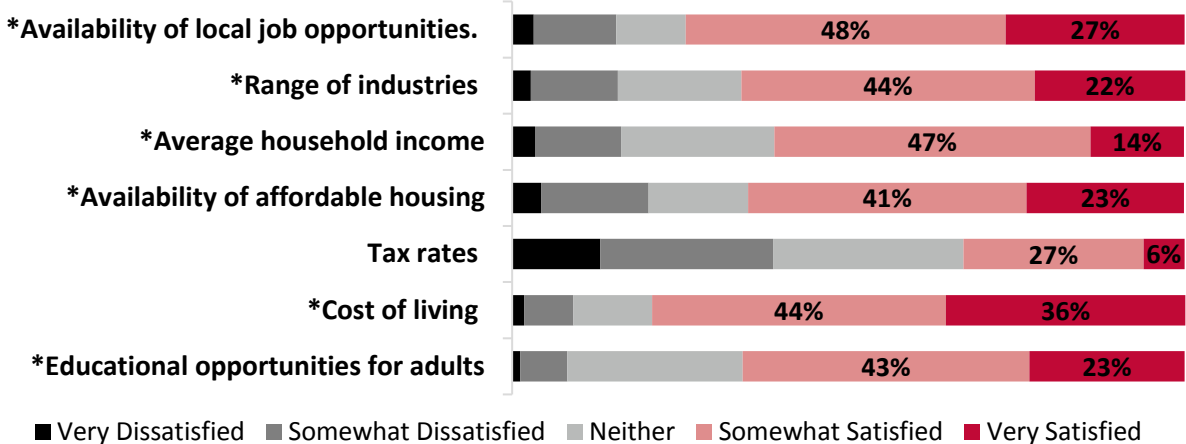
Table 4. Satisfaction with Economic Aspects of the Greater Omaha Community

	N	Very Dissatisfied	Somewhat Dissatisfied	Neither	Somewhat Satisfied	Very Satisfied	Sig.
Availability of local job opportunities.	677	3.2	12.3	10.3	47.6	26.6	*.000
Range of industries (types of business in the region).	675	2.8	12.9	18.4	43.6	22.4	*.000
Average household income.	674	3.4	12.8	22.8	47.0	13.9	*.000
Availability of affordable housing.	674	4.3	16.	14.8	41.4	23.4	*.001
Tax rates.	672	13.1	25.7	28.3	26.8	6.1	.545
Cost of living.	675	1.8	7.3	11.7	43.7	35.6	.004
Educational opportunities for adults.	674	1.2	7.0	26.1	42.6	23.1	*.000

*the difference was both statistically significant and substantive

Figure 10. Satisfaction with Economic Aspects in Greater Omaha

All Respondents



*indicates statistically significant different between Black YPs and YPs of other races

Group Comparison

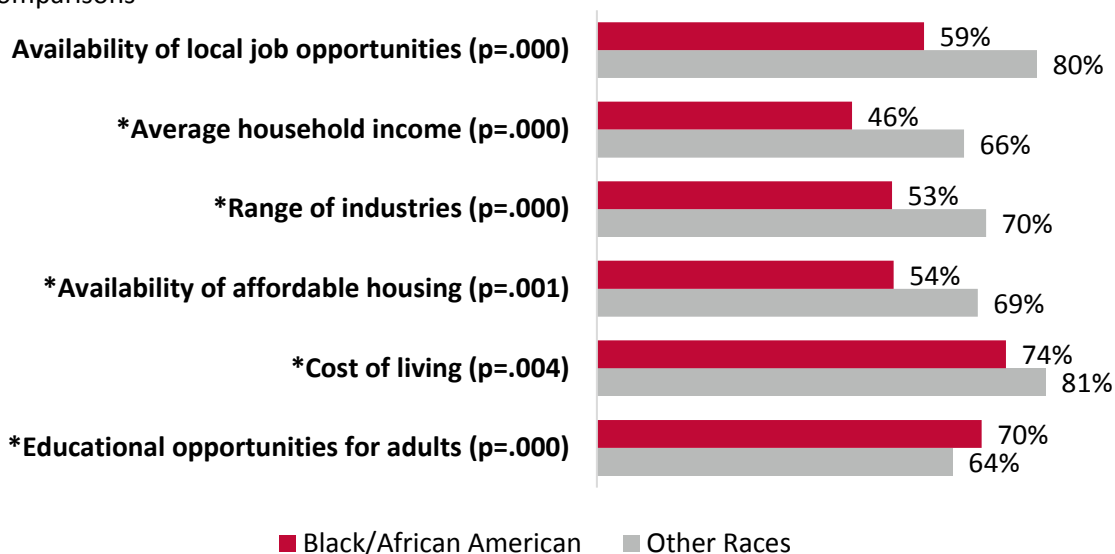
All YPs felt similarly about tax rates, with only 33% having expressed any degree of satisfaction. However, responses from Black YPs in Greater Omaha were statistically different from YPs of other races on the remaining six elements, with Black YPs expressing considerably less satisfaction (see Figure 11). Black YPs and other respondents reported the greatest differences in satisfaction with:

- 1) Availability of local jobs (59% vs. 80% *somewhat or very satisfied*);
- 2) Average household income (46% vs 66%); and
- 3) Range of industries (53% vs 70%).

The largest disparity in economic satisfaction levels was in regards to availability of local job opportunities, a 21-percentage point difference. Furthermore, fewer than half of the Black YP respondents were satisfied with average household income, revealing a 20-percentage point difference. Thus, Black YPs placed a higher value on average household income yet were considerably less satisfied than were YP respondents of other races. The other categories in which there was a difference of at least 10 percentage points based on race were range of industries (53% vs. 70%) and affordable housing (54% vs. 69%).

The only aspect where more Black YP respondents were more satisfied than other YPs was educational opportunities for adults. More frequently than other races, Black YPs valued and expressed satisfaction with educational opportunities for adults. Insert page break

Figure 11. Satisfaction with Economic Aspects in Greater Omaha
Group Comparisons



Physical Aspects of the Community

Importance of Physical Aspects

All Respondents

Six physical elements of the community were assessed: quality of trails/bike paths, availability of public transportation, quality of public parks, availability of new housing developments on the market, quality of public school system, and availability of affordable childcare (see Table 4/Figure 12). All six physical elements of the community were considered important by at least 50% of the respondents. The most important physical aspects of a community were:

- 1) Quality of public schools (90%);
- 2) Quality of public parks (72%); and
- 3) Availability of affordable childcare (71%).

Nearly all respondents (90%) rated quality of public schools as either *somewhat important* (18%) or *very important* (72%), and over four in five respondents (86%) considered quality of public parks either *somewhat important* (42%) or *very important* (44%)

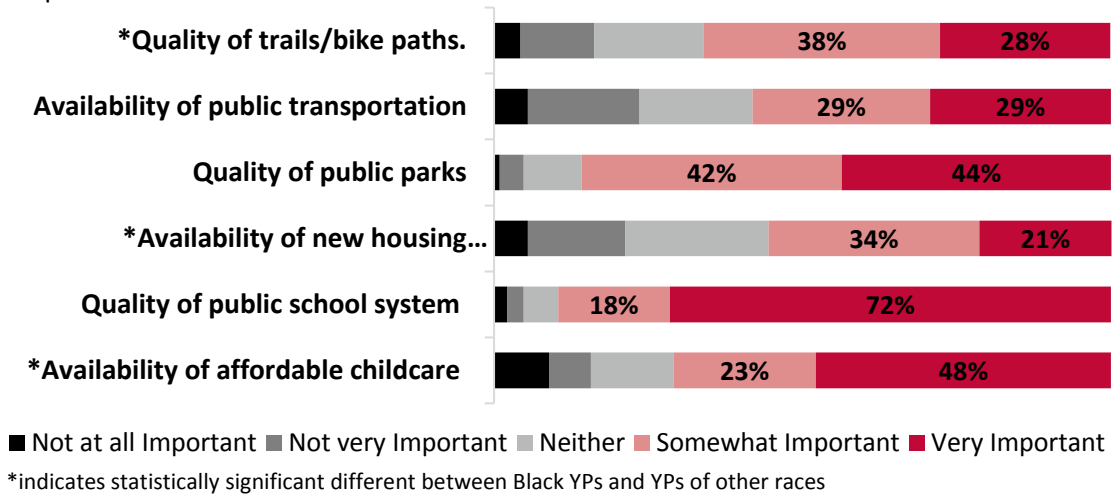
Table 4. Importance of Physical Aspects of a Community

	N	Not at all Important	Not very Important	Neither	Somewhat Important	Very Important	Sig.
Quality of trails/bike paths.	673	4.3	11.9	17.8	38.3	27.6	*.000
Availability of public transportation.	673	5.5	18.1	18.3	28.8	29.3	.203
Quality of public parks.	670	.9	3.9	9.4	42.2	43.6	.250
Availability of new housing developments on the market.	673	5.5	15.8	23.2	34.2	21.4	*.000
Quality of public school system.	674	2.1	2.7	5.6	18.1	71.5	.148
Availability of affordable childcare.	674	8.9	6.8	13.4	23.1	47.8	.020

*the difference was both statistically significant and substantive

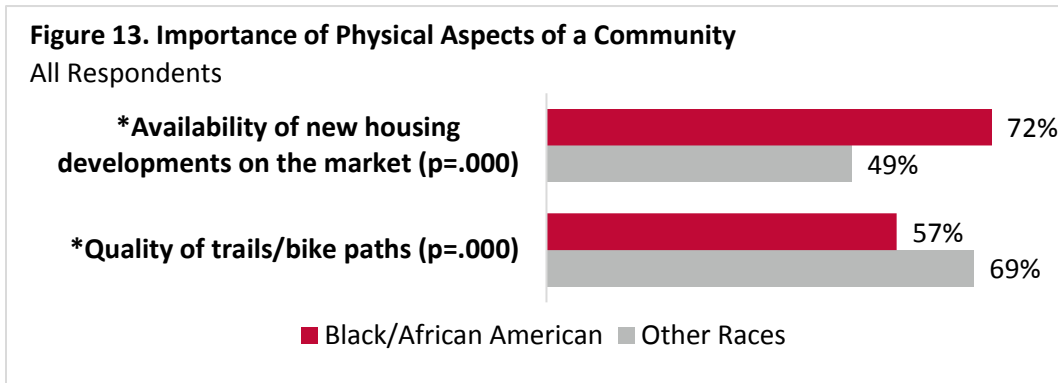
Figure 12. Importance of Physical Aspects of a Community

All Respondents



Group Comparisons

All YP respondents were similar in their views on the importance of public education, quality of public parks, and availability of public transportation. However, differences were observed in three of the six physical elements: quality of trails/bike paths, availability of new housing developments on the market, and availability of affordable childcare (see Figure 13).



Black YPs do not believe the quality of trails/paths is as important as do YPs of other races (57% vs 69%). Conversely, Black YPs placed higher importance on the availability of new housing developments. This physical element was rated *important* or *very important* by 72% of Black YP

respondents compared to 49% of other races. Other races were more likely to rate this element either as *neither important nor unimportant* (27%, compared to 13% of Black YPs), or *not very important* (18%, compared to 11% of Black YPs). Finally, a statistically significant difference was found between the two groups on the importance of childcare; however, only 3% more Black YPs valued this element than did YPs of other races.

Satisfaction with Physical Aspects

All Respondents

Overall, respondents were less satisfied with physical elements than with economic elements (see Table 5/Figure 14). Respondents were most satisfied with

- 1) Quality of public parks (62%);
- 2) Quality of trails/bike paths (53%); and
- 3) Public school system (53%).

Fewer than half of respondents reported satisfaction with the remaining physical elements. Respondents were most dissatisfied with public transportation, with only 19% reporting any degree of satisfaction, and 28% reporting being *very dissatisfied*, however, public transportation was also ranked as one of the least important physical aspects of a community.

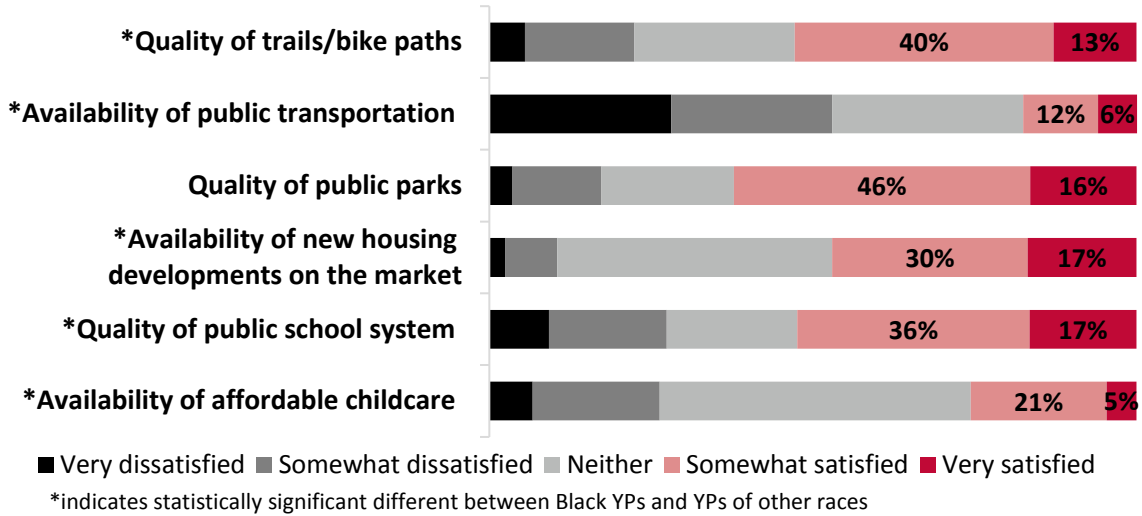
Though 90% of respondents rated quality of public schools as important, only 52% of respondents expressed satisfaction. Respondents also reported low levels of satisfaction with availability of affordable childcare (26% reporting satisfaction), though the largest segment (48%) reported they were *neither satisfied nor dissatisfied* with this element which is largely attributable to many respondents not having children. For those with children, 40% were satisfied and 33% were dissatisfied with the affordability of childcare in Greater Omaha.

Table 5. Satisfaction with Physical Aspects of Greater Omaha Community

	N	Very dissatisfied	Somewhat dissatisfied	Neither	Somewhat satisfied	Very satisfied	Sig.
Quality of trails/bike paths.	673	5.5	16.9	24.8	40.0	12.8	*.000
Availability of public transportation.	672	28.1	24.9	29.5	11.6	6.0	*.000
Quality of public parks.	672	3.6	13.7	20.5	45.8	16.4	.587
Availability of new housing developments on the market.	673	2.5	8.0	42.5	30.2	16.8	*.000
Quality of public school system.	672	9.2	18.2	20.2	35.9	16.5	*.000
Availability of affordable childcare.	672	6.7	19.6	48.1	21.0	4.6	*.003

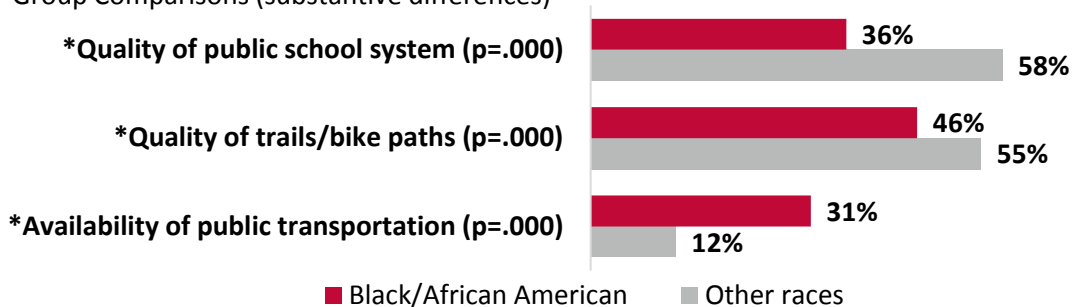
*the difference was both statistically significant and substantive

Figure 14. Satisfaction with Physical Aspects of Greater Omaha
All Respondents



Group Comparisons. Young professionals, regardless of race, were similarly satisfied with public parks. However, Black YPs reported lower levels of satisfaction on four of the remaining six physical elements: quality of trails/bike paths, availability of new housing developments, public school system, and availability of affordable childcare. The differences were substantive on three measures (see Figure 15). Conversely, Black YP respondents were more satisfied with the availability of public transportation than were respondents from other races (31% compared to 12%, respectively).

Figure 15. Satisfaction with Physical Aspects of Greater Omaha
Group Comparisons (substantive differences)



Black YP respondents less often expressed satisfaction with trails/bike paths than did respondents of other races (46% compared to 55%, respectively). However, Black YPs more often felt indifferent to this element, which is consistent with the finding that Black YP respondents also considered trails/bike paths a less important element of the community.

While respondents expressed a high level of importance in both the availability of new housing developments and availability of childcare, on both elements, Black YP respondents were more often *dissatisfied*. On both of these elements, Black YP respondents both place a slightly higher value and expressed higher dissatisfaction.

While nearly all respondents rated public schools important, only about one-third (36%) of young Black professionals in Greater Omaha rated public school satisfactory—a difference of 18 percentage points when compared to YPs of other

Social Aspects of the Community

Importance of Social Aspects

All Respondents

Eight social aspects of the community were assessed: friendliness of neighbors, proximity to extended family, feeling safe, diversity of local residents, recreational opportunities, local arts and music, dining opportunities, and availability of particular religious institutions (see Table 6/Figure 16). Respondents placed high levels of importance on all of these social aspects. Over four in five respondents rated friendliness of neighbors, feeling safe, diversity of local residents, recreational opportunities, local arts and music, and dining opportunities as important, while just under half felt the availability of particular religion institutions was somewhat or very important.

The most important social aspects were

- 1) Feeling safe (97%);
- 2) Dining opportunities (93%); and
- 3) Recreation opportunities (92%).

By far, respondents felt the most important social aspect of a community was feeling safe, 81% rating it as *very important*.

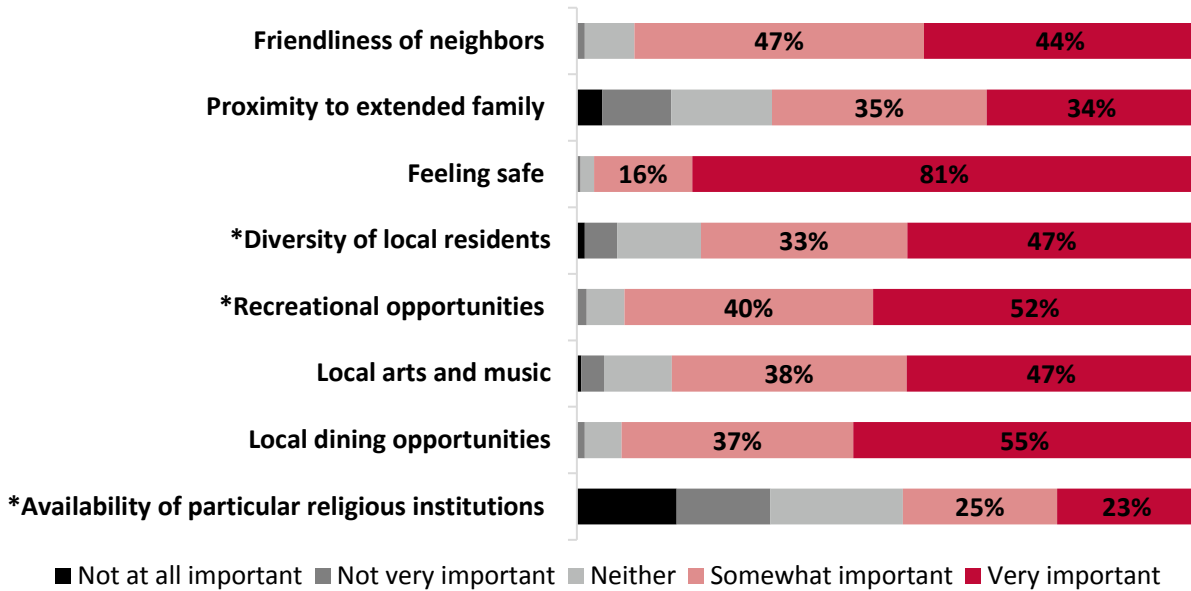
Table 6. Importance of Social Aspects of a Community

	N	Not at all important	Not very important	Neither	Somewhat important	Very important	Sig.
Friendliness of neighbors.	677	0	1.3	8.0	46.7	44.0	.580
Proximity to extended family.	676	4.1	11.1	16.3	34.6	33.9	.962
Feeling safe.	676	0	.6	2.2	15.8	81.4	.106
Diversity of local residents.	676	1.3	5.2	13.5	33.3	46.7	*.000
Recreational opportunities.	676	0	1.6	6.1	40.1	52.2	.020
Local arts and music.	676	.7	3.7	10.9	37.9	46.7	.071
Local dining opportunities.	673	.1	1.2	5.9	37.4	55.3	.140
Availability of particular religious institutions.	676	16.1	15.1	21.4	24.9	22.5	*.000

*the difference was both substantively and statistically significant

Figure 16. Importance of Social Aspects of a Community

All Respondents



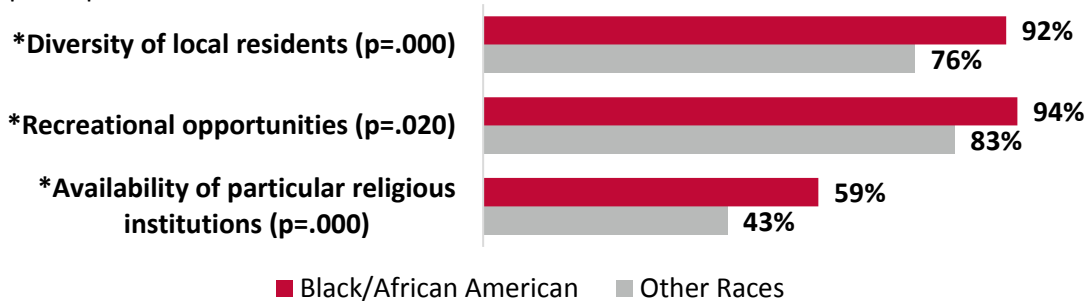
Group Comparisons

When considering the importance of social aspects of a community, more similarities were found than differences between Black YPs and YPs of other races. All YPs felt similarly about the importance of friendliness to neighbors, proximity to extended family, feeling safe, the availability of local arts and music, and local dining opportunities.

Differences were observed between racial groups on the importance of diversity of local residents, recreational opportunities, and the availability of particular religious institutions (see Figure 17). Nearly all Black YP respondents (92%) assigned importance to the diversity of local residents versus 76% of other YPs (a difference of 16 percentage points). Furthermore, 64% of Black YP respondents considered this social aspect *very important* compared to 40% of other respondents. While Black YPs more often valued it, **the majority of all YPs reported they value diversity of local residence.**

Figure 17. Importance of Social Aspects of a Community

Group Comparisons



While both groups considered recreational opportunities important to some degree, Black YPs more often considered them *very important* (62%) compared to respondents of other races (49%). Finally, while it was the category assigned the least importance overall, Black YPs rated the availability of particular religious institutions as more important than did other YPs.

Satisfaction with Social Aspects

All Respondents

Respondents were asked to assess their level of satisfaction with the eight social dimensions discussed above. The social aspects respondents were most satisfied with

- 1) Local dining opportunities (87%);
- 2) Feeling safe (80%); and
- 3) Friendliness of their neighbors (74%).

Respondents were least satisfied with the diversity of local residents (42%), recreational opportunities (57%), and availability of particular religious institutions (50%). While only half of residents were satisfied with religious institutions, another 46% were *neither satisfied nor dissatisfied* (see Table 7/Figure 18).

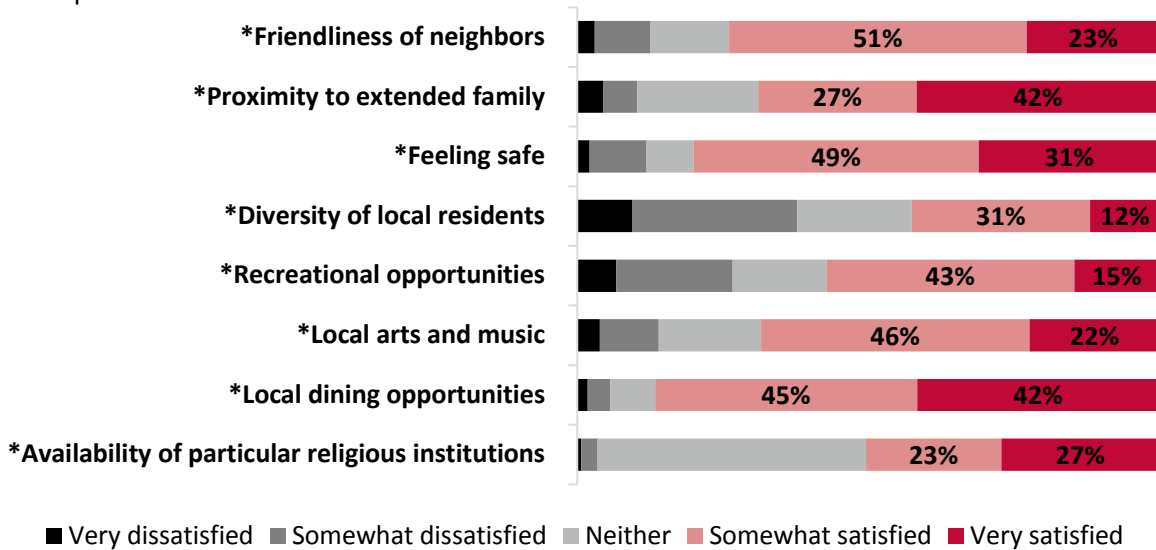
Table 7. Satisfaction with Social Aspects of Greater Omaha Community

	N	Very dissatisfied	Somewhat dissatisfied	Neither	Somewhat satisfied	Very satisfied	Sig.
Friendliness of neighbors.	677	3.0	9.5	13.6	51.1	22.9	*.000
Proximity to extended family.	677	4.4	5.9	20.8	27.2	41.7	.000
Feeling safe.	676	2.1	9.8	8.1	49.0	31.1	*.001
Diversity of local residents.	676	9.5	28.3	19.7	30.6	12.0	*.000
Recreational opportunities.	676	6.7	20.0	16.1	42.6	14.6	*.000
Local arts and music.	675	3.9	10.1	17.6	46.1	22.4	*.000
Local dining opportunities.	675	1.8	3.9	7.7	45.0	41.6	*.000
Availability of particular religious institutions.	675	.7	2.8	46.1	23.3	27.1	.000

*the difference was both statistically significant and substantive

Figure 18. Satisfaction with Social Aspects of a Community

All Respondents



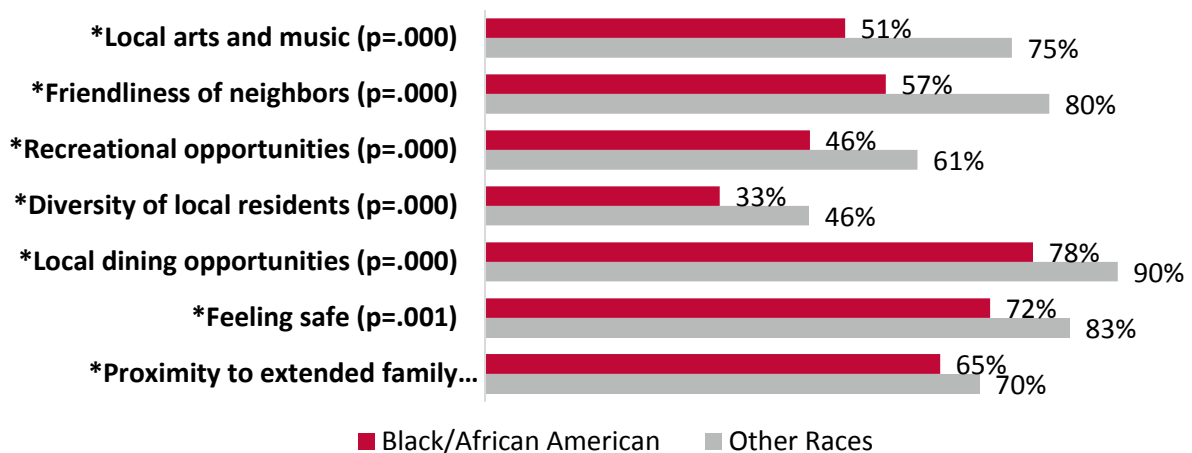
Group Comparisons

Black YPs were more dissatisfied on each of the eight social aspects of the community (see Figure 19). However, while the differences were statistically significant, the majority of all YPs were satisfied with their proximity to family. Moreover, despite the presence of a difference, the majority of YPs in both groups were satisfied with local dining opportunities and feeling safe in the community. Considering these were the top two most important

The greatest racial disparity was in satisfaction with social elements of the Greater Omaha community regarded local arts and music, where 51% Black YPs expressed some degree of satisfaction compared to 75% of other YPs, a 24 percentage point difference.

Figure 19. Satisfaction with Social Aspects of Greater Omaha

Group Comparisons



elements of selecting a place to live, this reflects a strength in the Greater Omaha community.

Black YPs respondents were less satisfied with local dining opportunities (78% versus 90%) and with recreational opportunities (46% versus 61%). The second largest disparity in satisfaction with social aspects was in regard to friendliness of neighbors; **only 57% of Black YPs expressed some degree of satisfaction with friendliness of neighbors compared to 80% of other respondents, a 23-percentage point difference.** Though satisfaction with feelings of safety were high across all respondents, Black YPs respondents were less satisfied with feelings of safety in Greater Omaha than other races, with 72% of Black YPs expressing satisfaction compared to 83% of respondents of other races.

Finally, Black YP respondents were more dissatisfied with the diversity of local residents, with 33% expressing satisfaction compared to 46% from other respondents. Moreover, Black YPs reported being *dissatisfied* with diversity of local residents than respondents of other races (55% vs 33%). **Black YPs were not only less satisfied with the diversity of local residences, they were also more often considered this element of the community very important.**

The four aspects rated most important in the community were feeling safe, local dining opportunities, recreation opportunities, and local arts and music. On all of these aspects, Black YPs were substantially less satisfied than respondents of other races. Furthermore, Black/African American respondents particularly valued diversity of local residents, a social aspect in which they were considerably less satisfied than other races. The pervasive dissatisfaction with social aspects of the community suggests a culture in the Greater Omaha area that is not inclusive of Black/African Americans.

Lived Environment Summary

The three economic elements highly valued by all respondents were the availability of local job opportunities, the cost of living, and availability of affordable housing. In addition to valuing these economic elements, Black YPs considered average household income, tax rates, and educational opportunities for adults as more important than did respondents of other races, with all three representing statistically significant differences.

As a whole, YPs in Greater Omaha were most satisfied with the cost of living and the availability of local job opportunities. However, Black YPs were considerably less satisfied with the availability of local jobs. Furthermore, just as Black YPs considered average household income more important, they were also considerably less satisfied.

The only economic aspect on which Black/African American respondents were more satisfied than respondents of other races was educational opportunities for adults.

Efforts to increase the inclusivity of Black/African American in the Greater Omaha community must address the high degrees of dissatisfaction with job opportunities and average household income, as Black/African American respondents found these issues both important and significantly less satisfactory. Additionally, Black young professionals find adult educational opportunities both more valuable and more satisfactory in the Greater Omaha area than do other YPs, which suggests adult educational opportunities may be a strength upon which to build in recruitment and retention of Black/African American talent.

Regardless of race/ethnicity, the most important physical aspects of a community were the quality of public schools and quality of public parks. Black YPs placed higher value on the availability of new housing developments than did other YPs. Respondents were most dissatisfied with public transportation; however, public transportation was also ranked as one of the least important physical aspects of a community. Black YPs placed a greater level of importance on both availability of new housing developments and availability of childcare; and on both elements, Black YP respondents were more often *dissatisfied*.

A key observation regarding physical elements of the community is perceptions of public schools. As noted earlier, regardless of race/ethnicity, public schools were rated most important in this section. **Low satisfaction with the public schools was observed across groups, though a racial disparity became evident; only 36% of Black young professionals are satisfied with public schools in Greater Omaha, compared to 58% of all other YPs.**

Respondents felt the most important social aspect of a community was feeling safe. After safety, the following three highest ranked social elements were dining opportunities (93%), recreation opportunities (92%), and local arts and music (84%). While both groups considered recreational opportunities important to some degree, 13% more Black YP respondents considered them *very important*. Black YP not only assigned importance to the diversity of local residents more often than did other races, almost one in four more Black YP respondents considered diversity very important and were more dissatisfied.

Of all social aspects, Black YP respondents were least satisfied with the diversity of local residents (42%), recreational opportunities (57%), and availability of particular religious institutions (50%). Black YPs were more dissatisfied on all eight social aspects of the community. The greatest disparities in level satisfaction between Black/African American and other respondents were in satisfaction with local arts and music, feeling safe, local dining opportunities, and recreation opportunities.

In the Workplace

A section of the survey focused on assessing perceptions of workplace inclusivity and opportunity. Another subsection assessed whether the respondents owned or aspired to own a small business.

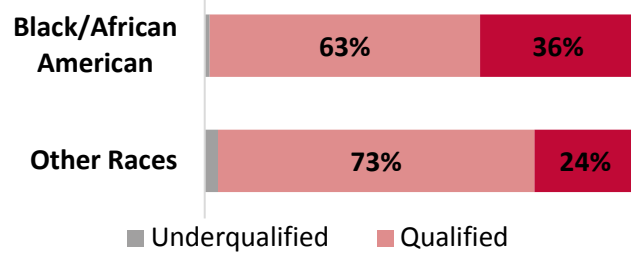
Place of Employment

Respondents were asked several questions about their current place of employment. When asked about their perception of their own qualification for their current position, a statistically significant difference was observed between Black YPs and YPs of other races ($p=.006$; see Figure 19). While the majority of respondents felt they were qualified for their current position, Black YPs more often felt they were overqualified (36%) than did other YPs (24%).

In addition to feeling overqualified for their position, only 38% of Black YP respondents were satisfied with their salary in relation to their education and experience compared to 55% of other respondents ($p=.000$; see Figure 20). Moreover, though the majority of YPs in both groups were generally satisfied with their current position, Black YP respondents expressed lower levels of satisfaction; 64% of Black YPs were satisfied compared to 78% of other races ($p=.015$; see Figure 20). To explore these concepts further, opportunity, diversity and inclusivity, and professional development opportunities in the respondents' place of employment were considered.

Figure 19. Qualification for Position

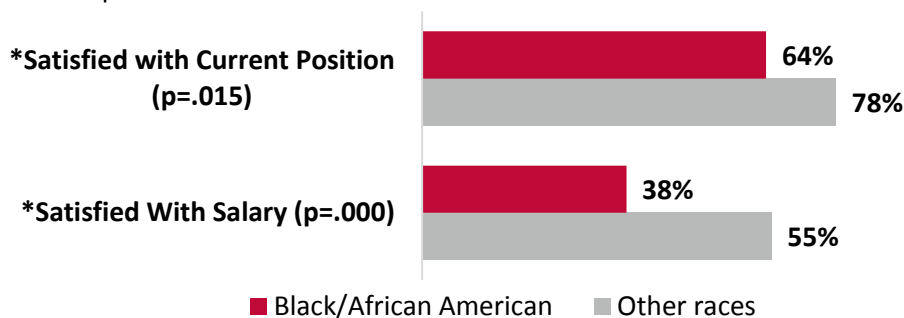
Group Differences ($p=.006$)



It is evident a disparity exists in Greater Omaha in Black YPs' perceptions of their equal opportunity to be hired, promoted, or advanced in their jobs .

Figure 20. Satisfaction in Employment

Group Differences



Equal Opportunity in Employment

To assess equality in opportunity, YPs were asked whether they had an equal opportunity to be hired, promoted, or advanced in their jobs (Table 8/Figure 21). When asked whether they felt they had equal opportunity to be hired in Greater Omaha, 69% agreed (see Table 8, Figure 20). However, **only 49% of Black YPs felt they had an equal opportunity to be hired in Greater Omaha, compared to 76% of YPs of other races** (see Figure 22). The disparity in opportunity was even more pronounced when asked about opportunity for advancement or promotion. While 60% of YPs overall agreed they had equal opportunity for promotion or advancement (see Figure 20), **only 43% of Black YPs agreed versus 67% of other races (Figure 22)**. Moreover, 10% more Black YPs *strongly disagreed* they had equal opportunity for promotion or advancement.

Table 8. Opportunity in Employment

	N	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	I don't know/not applicable	Sig.
I have an equal opportunity to be hired for jobs in Greater Omaha.	673	5.3	12.5	11.7	40.6	27.9	1.9	*.000
I have an equal opportunity for promotion or advancement into higher job levels at my company.	676	7.4	14.5	14.5	36.4	24.1	3.1	*.000

*the difference was both substantively and statistically significant

Figure 21. Equal Opportunity in Place of Employment

All Respondents

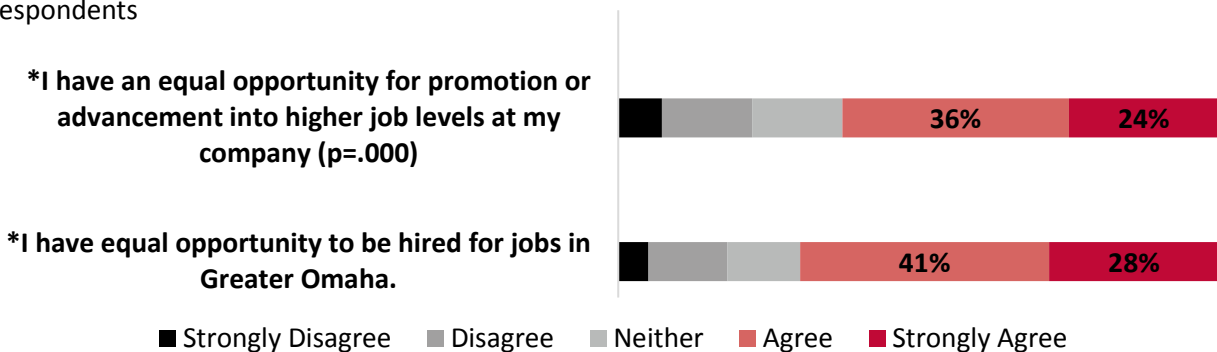
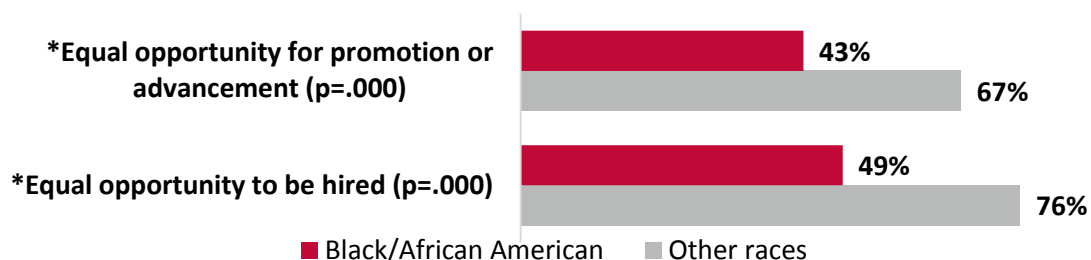


Figure 22. Equal Opportunity in Employment

Group Differences



Diversity and Inclusivity

Respondents were also asked their perceptions about diversity and inclusivity at their workplace (see Table 10/Figure 23). Fewer than half of all respondents felt their workplace was diverse (47%), a perception shared between groups (there was no statistically significant difference found). On the other hand, over three in four respondents (76%) felt their workplace was inclusive and welcoming, but a statistically significant difference was found between Black YPs and respondents of other races ($p=.009$). While the majority of both groups agreed their workplace was inclusive, approximately 67% of young Black professionals agreed compared to 79% of other YPs (see Figure 24).

Figure 24. *Inclusivity in the Workplace
Group Comparisons ($p=.009$)



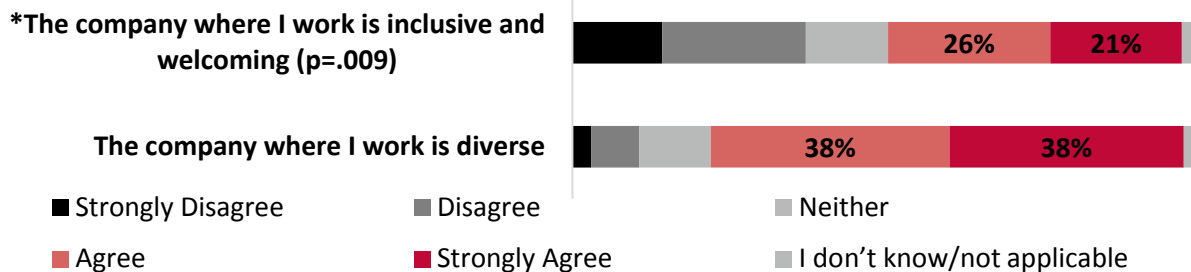
Table 10. Inclusivity and Diversity

	N	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	I don't know/not applicable	Sig.
The company where I work is inclusive and welcoming.	676	3.0	7.7	11.5	38.3	37.6	1.9	.009
The company where I work is diverse.	673	14.4	23.0	13.2	26.0	21.1	2.2	.116

*the difference was both statistically significant and substantive

Figure 23. Diversity and Inclusivity in Place of Employment

All Respondents



Professional Development

The last set of questions in this group was in reference to professional development. It is encouraging that nearly two-thirds of respondents agreed their company provides sufficient opportunities for professional development (see Table 12/Figure 25). Furthermore, about half (51%) believed their company provided sufficient funding for professional development, and just under three in five respondents (59%) felt their company provided sufficient time away from

professional development. More Black YPs reported their company did not provide sufficient opportunity for professional development, but the difference was small. No differences were found between Black/African American respondents and others in terms of access to funding or time away for professional development.

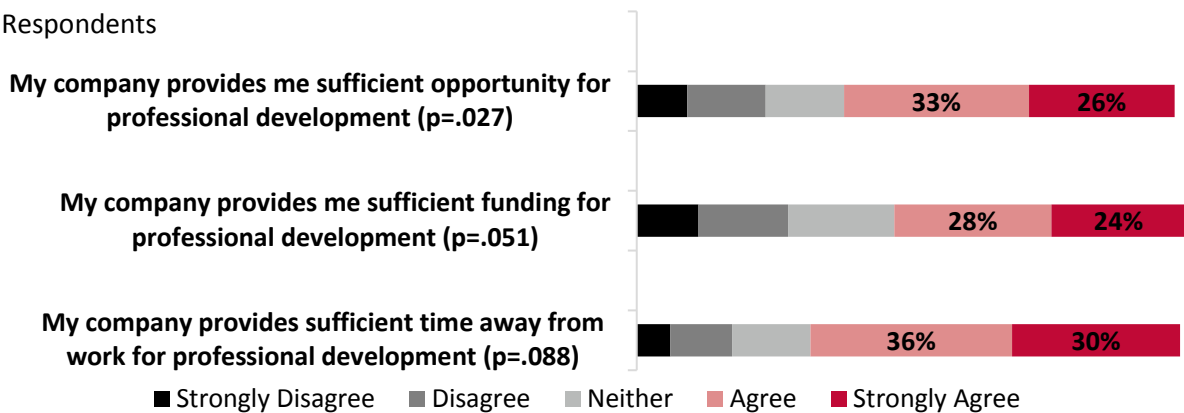
Table 12. Professional Development Opportunity

	N	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	I don't know or N/A	Sig.
My company provides me sufficient opportunity for professional development.	674	6.2	11.4	13.6	36.2	29.7	2.8	.027
My company provides me sufficient funding for professional development.	676	10.5	15.8	18.8	27.5	23.5	3.8	.051
My company provides sufficient time away from work for professional development.	673	9.4	14.3	14.0	33.0	25.7	3.7	.088

*the difference was both statistically significant and substantive

Figure 25. Professional Development Opportunity

All Respondents



Mentorship

Understanding that mentorship is an important component of career success, respondents were asked whether they had one or more persons they considered a professional mentor in the Greater Omaha community. Two in three respondents reported having a professional mentor (66%). **Fewer Black YPs had a professional mentor**; a statistically significant difference was found between Black YPs and YPs of other races; fewer Black YPs (57% vs. 70%) reported having a professional mentor (a difference of 13 percentage points).

Small Business Ownership

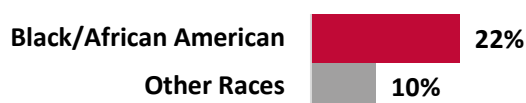
Many YPs in the Greater Omaha area reported owning their own businesses. Several questions were asked to further understand the experiences of YP business owners in the Greater Omaha area, particularly in relation to perception of accessibility.

More Black young professionals were business owners than were other YPs (22% vs. 10%) and a much larger percentage of Black YPs aspire to be small business owners (52% vs. 25%).

Current Small Business Owners

About 13% of respondents were small business owners. About 12% more Black YPs owned a small business than did YPs of other races, a statistically significant difference ($p=.000$; see Figure 26). Of the small business owners, just under half (46%)

Figure 26. *Own a Small Business
Group Comparisons ($p=.000$)



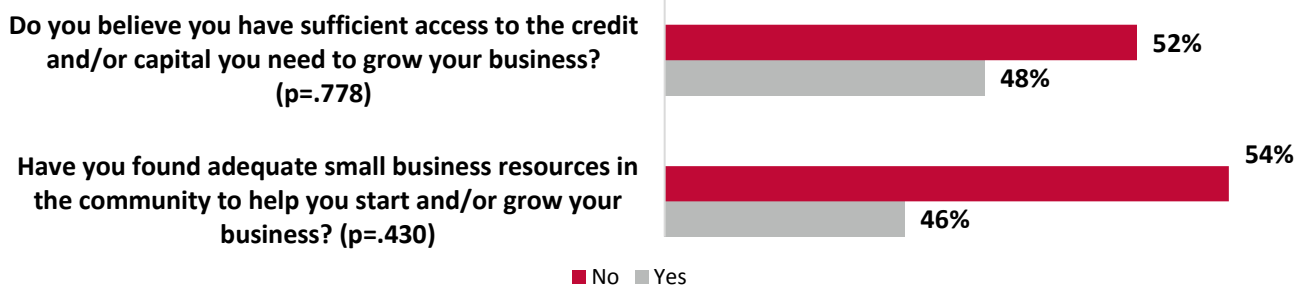
indicated they had adequate small business resources to start and/or grow their business and just under half (48%) believed they had sufficient access to capital and/or credit to their businesses (see Table 12/Figure 27). No differences were found between Black YPs and other YPs in perceptions of access to business resources and credit/capital.

Table 12. Small Business Resources and Capital/Credit

	Yes	No	Sig.
Have you found adequate small business resources in the community to help you start and/or grow your business?	45.9%	54.1%	.778
Do you believe you have sufficient access to the credit and/or capital you need to grow your business?	48.2%	51.8%	.430

Figure 27. Small Business Resources

Group Comparisons



Aspiring Small Business Owners

Of the respondents who do not own a business, 31% reported aspiring to be small business owners, however, there was a statistically significant difference between respondents who are Black YPs compared to respondents of other races. Over half (52%) of Black YP respondents who were not small business owners aspired to be, compared to only one quarter (25%) of other respondents. **More Black YPs aspired to own business than did other YPs, a difference of 27 percentage points** (p=.000; see Figure 28). Levels of confidence in accessing small business assistance or financing varied (see Figure 29). No differences were found between Black YP respondents and respondents of other races in confidence of accessing small business assistance or credit/capital.

Figure 28. *Aspiration to own a Small Business
Group Comparisons (p=.000)

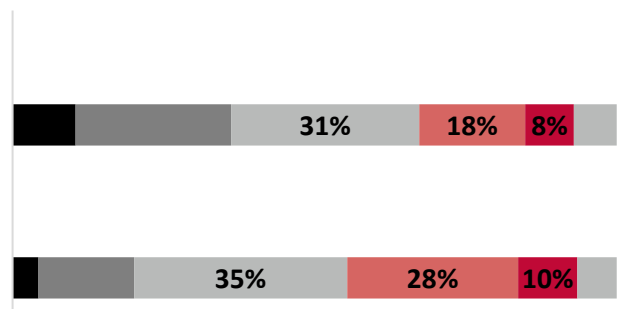


Figure 29. Aspiring Business Owners Confidence in Resources

All Respondents

Credit and/or capital to start a business (p=.175)

How confident are you that you will find adequate business assistance? (p=.552)



■ Not at all confident ■ Not confident ■ Neutral ■ Confident ■ Very confident ■ I don't know or N/A

In The Workplace Summary

Fewer Black YP respondents reported having a professional mentor in the Greater Omaha area. Black YP respondents more often felt they were overqualified. Additionally, Black YPs were less satisfied with their salary in relation to their level of education and experience, and less satisfied with their current employment overall.

Fewer than half of the Black YP respondents believed they had an equal opportunity to be hired in Greater Omaha, and even fewer felt they had equal opportunity for promotion or advancement in their job. Respondents of all races tended to agree with the level of diversity in their workplace, with fewer than 50% of all respondents agreeing their workplace was diverse. Furthermore, while the majority of both groups agreed their workplace was inclusive and welcoming, fewer Black YPs agreed than did members of other races.

More Black YPs were small business owners, and of those who were not, more Black YPs respondents aspired to be business owners than YPs of other races. Of those who were business

owners, just under half felt they had sufficient access to resources and capital/credit needed to grow their business; there was no difference between races on this sentiment. Similarly, of those who aspired to be business owners, Black YP respondents and YPs of other races tended to hold similar levels of confidence on accessing business assistance and credit/capital.

Focus Groups

Below we present the qualitative findings to support recommendations for next steps in enhancing the Omaha environment for Black young professionals.

Mentorship

About half of Black young professionals who participated in the focus groups had a Black mentor currently or in the past. Of those who had a Black mentor, the greatest benefit was being able to see another Black young professional achieve a high level of success. Another common benefit was the acquisition of professional skills such as leadership and negotiation.

“Not having a mentor is like not having an example of what’s possible here.” – Black young professional

Of those who did not have a Black mentor, they mentioned it would have been helpful to have a mentor to not feel alone in their career field and have someone to help them navigate the professional environment.

“I’m the only person of color which is difficult to navigate the politics in the environment like that so when I’m looking for career advice I don’t have anyone I can go to that has a shared life experience to help me navigate that”. – Black young professional

Many participants expressed a scarcity of Black mentors in Greater Omaha. Some mentioned that the older Black professionals do not reach out to the younger Black professionals to offer guidance but they expect you to approach them. However, older Black professionals are difficult to approach because there is a lack of commonality outside of race. Some said it is awkward and uncomfortable to approach a potential Black mentor unless they can find a shared interest other than race.

“You must be strategic when reaching out to potential black mentors because you want to find the common thread besides race.” – Black young professional

Upward Mobility

The majority of Black professionals mentioned that upward mobility was not possible because of systemic practices ingrained into institutions that prohibit upward mobility for Blacks. Many of the participants discussed the “good ol’ boy system,” which prevents Blacks from advancing into managerial or leadership positions beyond a certain point. This system was designed to promote or hire individuals who look like those currently in leadership. In all cases, these individuals would be white men and women. In addition, many felt they had to work 10 times harder than others to be recognized for a promotion. Some felt that being promoted was about who you know that could help secure a managerial or leadership role in a company or organization.

“Most organizations politically have inclusion and diversity but it’s still a ‘good ol’ boy system.’ I interviewed nine times for a promotion last year, and I would always be in the top two and not offered the job. I never got any feedback about why. So I feel like you still have to work 10x harder. That’s just the reality and of course it can get frustrating but you have to keep your head up.” – Black young professional

“I agree [good ol’ boy system]. At my [organization] in Omaha we have a large population of Blacks (and immigrants) but we’re mostly in supportive roles, but as far as management it’s dominated by white women. “A lot of times when they hire at [organization] they talk about hiring people that our culture fits but really that turns into hiring people just like us [white].” – Black young professional

Many discussed they were unable to be promoted because they were never given feedback about why they were not offered the job position. When they asked for feedback, it was very generic leading many to believe they did not get the job because of their race.

“You don’t receive the feedback for job interviews to understand how you can grow which is the glass ceiling.” – Black young professional

Lastly, the Black young professionals in Greater Omaha had mixed beliefs about how their race influences professional growth. Some believe it hindered their ability to grow professionally while others felt that it was an advantage because they were typically the only person of color at their position or organization causing them to stand out and be noticed for a promotion.

Lived Environment

Overall, the participants had mixed beliefs about the lived environment in Omaha. Some believed there were plenty of activities for Black young professionals in Omaha, but they had to go out and explore to find them. Others felt there is not an established scene or setting exclusively for Black young professionals. Some raised concern that having a scene or setting exclusively for Black young professionals could further jeopardize their ability for upward mobility in the company. Moreover, they believed the Black population in Omaha is not big enough to separate them from the majority. Essentially, integrating is a better idea for the greater good of the Black young professionals in Omaha. Therefore, the exclusive Black young professional environments should happen organically rather than intentionally. Others disagreed and felt there should be events and activities exclusively for Black young professionals as an opportunity to network with each other. Some mentioned networking opportunities that were currently available through their organizations and companies. However, many also agreed that these opportunities were rarely frequented by Black young professionals. Typically, the participants who did go would find themselves to be the only black young professionals at the event, which could be awkward or feel isolating at times.

“It’s already segregated where it’s Blacks in North Omaha and then Omaha. It’s like two different countries so why not have a segregated area of Omaha. I don’t feel like there is a young Black professional community exists. There’s not an established network of young Black professionals.” – Black young professional

“It’s ripe for criticism if we segregate ourselves and I think if we start organically showing up at these events in a higher volume then that would send the message. It’s hard to get that motivation because we do want to be coordinated. It shouldn’t be a surprise to see another Black person at an event. I think that we want to have the diversity and I think the majority want that too so they don’t feel like they have to accommodate the group which makes them uncomfortable. That’s why the organic approach is best.” – Black young professional

The participants discussed public transportation and public education. Many believed public transportation was poorly designed and that the city needs strategic planning to resolve the historical and systemic issues that developed intentional barriers.

“North Omaha is deliberately segregated so middle class Black communities were thrown into poverty because of it. Now the city has to start addressing it (Heath Mello did) and if we don’t address the racial history, then we will not grow. We have to think about what barriers were put in place that we can remove.” – Black young professional

“I connect transportation to city planning. I feel like bigger cities were smart from the get go by planning whereas a place like Omaha was started with the intention of having space which is why a city like Chicago is more efficient with their public transportation. By design, we have a 50-70 year problem.” – Black young professional

Many of the Black young professionals offered their opinion about the current public transportation initiatives (e.g. the street car) as well as other solutions to the public transportation issues in Omaha. Some believed the ideas currently in the works by the city are not good enough. Others believed the true issue lie in not receiving feedback from those that utilize the bus system the most.

“The BRT bus is going to be from 10th street to Westroads.” – Black young professional

“Bike lanes are coming.” – Black young professional

“Adding more bus stops. Better signage because you can’t see or know what bus is coming.” – Black young professional

“Working with what we already have and making it better.” – Black young professional

“I think those are decent ideas but people don’t ever come up with fresh ideas.” – Black young professional

“The problem is they’re not getting input from the people that are riding the buses.” – Black young professional

Regarding public education, the groups were very passionate about discussing the issues and solutions for public education primarily because many of them have children enrolled in an Omaha Public School (OPS) school. This is currently a hot topic in Omaha with the withdrawal of the superintendent candidates and the re-appointment of the previous superintendent, Mark Evans. The majority of participants expressed frustration with the school board and the teachers. Some expressed frustration with the administration housed at the Tech Building. Finally, many of the Black young professionals were frustrated with their own counterparts – the parents. Many believed the parents were not taking the time to be parents and expecting teachers to teach and parent their kids.

“My issue is with the board and people in charge of planning for our children. I’d like to scrap the school board because they are not a good fit or not good at their job.” – Black young professionals

“Teachers lack experience and are thrown into jobs without adequate training because the district is understaffed.” – Black young professionals

“They should fire half the people in the Tech Building.” – Black young professionals

“Parents need to parent. Quit relying on teachers to do their jobs and teach students at the same time. I think part of the problem is parents are working too much or having kids too young and were not parented themselves. Therefore, they [parents who have kids too young] do not have an example of good parenting.” – Black young professionals

Many of the participants discussed the following issues and solutions to improve the OPS District:

- The district is overpopulated and should be broken into two districts.
- Teachers lack experience and are prematurely placed into the more challenging schools without adequate training because the district is understaffed.
- The school board is too inexperienced and there should be a new school board with requirements to run for one of the positions. For instance, potential candidates should be required to have children who go to school in the district.
- Do not place so much emphasis on testing but create a balance between academics and arts.

- Intentionality around getting students to the careers they want to pursue and ensuring they go down the right path.
- Culturally match teachers with student population whenever possible.
- Change the guidelines for the school board town halls so the board is required to provide answers to citizens who address the board. Currently, there is no dialogue that exists.
- Strengthen parent organizations. The black young professionals strongly believed a greater presences of parents in the schools would improve the student experience.

Discussions about Race

The majority of Black young professionals mentioned they cannot express their views on race at the workplace. They believe they must go home to discuss race. The workplace was not seen as appropriate primarily because they either did not feel comfortable or coworkers were not particularly trustworthy. Many believed they were looked at as the “token Black person” at their company or organization when it came to sharing their views on race. Even one Black young professional believed she was groomed to be a token Black person for her organization. Most Black young professionals discussed the Diversity and Inclusion initiative that many companies and organizations have started. However, they do not believe this is taken seriously, but instead it is just another box to check off the list to say their company has completed the task.

“I’m treated as the token Black and it’s because you’re Black not because you’re qualified.” – Black young professional

“The Diversity & Inclusion initiative has not changed the way we talk about race. It’s just like a box we can check off to say it’s been done. It’s like, ‘this is what everyone is saying we should do, so now we’ve done it. Ok, let’s get back to work.’” – Black young professional

Some of the professionals said they are often asked about their views on race from their white colleagues in an attempt to overgeneralize the Black experience. Some Black young professionals made it very clear that their opinion does not represent the opinion of all Black people.

“They expect you to speak for all Black people so I try to lead with ‘this is my experience’ and other black person may not feel like me.” – Black young professionals

Access to Credit

Most of the Black business owners agreed they did not need credit to start their business. All of them paid for their startup costs with their personal savings. They discussed possible reasons why some Black business owners have trouble getting access to credit. They all agreed there is a lack of access to credit because Black business owners do not have collateral (e.g. houses, cars) to receive a personal loan. If they do not have collateral, they also do not have parents from

whom they can take a significant loan. Also, venture capitalist do not usually invest in the type of businesses Black business owners are attempting to start (e.g. barbershops, bars/lounges, restaurants). Typically, Black business owners will rely on credit cards, which they max out, and then do not have the capital to pay back due to the high interest rates.

“Non-existent or really bad terms regarding interest rates for loans.” – Black business owner

“At this point minorities don’t have the collateral for a loan (e.g., house, car), but there’s not a lot of minorities who own houses.” – Black business owner

“What is usually done is they get credit cards and max them out but that’s not what we want. We want them to understand financial literacy and not get into debt.” – Black business owner

All participants personally funded their own business, but they still had opinions about what resources they wish they had access to help with their business. For instance, some mentioned taking classes such as free business courses at the public library. However, one business owner mentioned she took classes prior to beginning her business to become more financial literate. In addition to classes, business owners mentioned they wish they had access to mentorship to prevent repetition of mistakes in starting a business. In particular, they discussed having a Black business owner as a mentor. A couple of other resource mentioned were access to connections or partnerships to promote their business and focus groups or networking opportunities to meet with other Black business owners and discuss problems they have as business owners.

“Mentorship is huge. There aren’t very many people of color who will mentor you or in the position to mentor you.” – Black business owner

Focus Group Findings/Results/Observations

In addition to the survey, STEPs conducted three focus groups composed of black young professionals who took the survey and indicated they were willing to participate in a focus group. Two focus groups were comprised of general black YPs and centered on themes from the survey. Black YP small business owners made up the third focus group, which discussed the general themes as well as entrepreneurship themes. There was a total of 19 participants, with 16 (9 and 7) in the 2 general groups and 3 in the business owner focus group. Black young professionals provided a significant number of recommendations and ideas about how to improve the Black experience in Greater Omaha. Some of the participants, however, remained skeptical the changes would be or even could be made to improve the Black experience. Some of the changes require a change in the city’s infrastructure that many believed is a long-term problem that will take years or perhaps decades to resolve.

Below are some recommendations that came out of the focus groups:

- Create an event or program that links Black young professionals to Black mentors. This will give Black young professionals the opportunity to comingle with other young

professionals and successful older Black professionals to develop a mentoring relationship.

- Provide networking opportunities for black young professionals. This could be a separate event or be intentional about promoting events to black young professionals.
- Offer management trainings or refresher courses to leadership at companies and organizations. The training should help enhance cultural competency when managing persons of color. In particular, provide more feedback about job performance.
- Create more opportunities to discuss race in a safe and comfortable setting in the workplace. The idea is not to predetermine a diversity and inclusion agenda, but to provide an opportunity for vulnerability and discomfort. Many of the black young professionals believed that if you talk about race and do not feel vulnerable or uncomfortable, there might be growth and understanding about race relations.
- Consider the solutions given by the focus group participants to assist with making changes to public transportation and the school board. For instance, provide a brief summary to the public transportation planning committee or school board about the concerns of the Omaha young professionals and encourage them to actively work towards implementing one of the recommendations.

Black business owners also had their own set of recommendations:

1. Conduct more focus groups to reach saturation about access to credit to startup their business. The focus group only had three participants who were individually interviewed to compensate for the lack of participants. While most of the business owners agreed, it was not enough participants to get a general sense of black business owners' access to credit.
2. Educate black business owners on what they need to have when they want to receive a business loan. It was mentioned that many black business owners may not understand what they need or the steps it takes to startup their business.
3. Create access to funding for everyone, not just business owners in specific niches (e.g. venture capitalists typically funding tech companies). According to the black business owners, everyone needs to have access to funds to level the playing field.
4. Work with black business owners or potential business owners to broaden their mindsets and get them interested in other ventures such as tech companies.
5. Create opportunities for black business owners to network and work together to build capacity. All black business owners who participated in the focus groups mentioned that black business owners do not provide a helping hand or come together to increase capacity for their own business and other black businesses.

Limitations

- Generalizability
 - The survey and focus groups rely on convenience samples that, while helpful in getting targeted responses from desired groups – young professionals – the ability to use statistical inference is affected. In short, there is no fool-proof way to ensure the results are truly reflective of young professionals in Greater Omaha
- Focus group
 - Only three focus groups to cover a range of topics.
 - For the business owner’s focus group, in particular, we had difficulty getting attendees and were, thus, left with three participants. While the information collected from the three participants was informative in its own right, our ability to speak for all Black young business owners is limited.
- Self-reporting
 - Some respondents rating on issues may not relevant to them (e.g., satisfaction with affordable childcare though may not have a child, public transportation though they may never use public transportation).

Appendix I: Survey Outreach Efforts

Survey Project Timeline

Date	Description/Purpose
August 2016	<i>Project Kick-off</i>
August-September 2016	<i>National Trends Study</i>
September-December 2016	<i>Survey Design</i>
	<ul style="list-style-type: none">· Prepare survey, administrative and sampling plans· Discuss draft survey design with Greater Omaha Chamber and Urban League· Pilot survey with 10-15 respondents
January-February 2017	<i>Survey Implementation and Roll-Out</i>
	<ul style="list-style-type: none">· Prepare survey to be administered electronically and in-person· Identify and invite intended respondents· Monitor survey responses and troubleshoot difficulties· Follow-up with potential respondents to encourage participation· Host 5-6 Interactive Survey Sessions
March 2017	<i>Focus Group Execution</i>
	<ul style="list-style-type: none">· Prepare discussion questions to guide focus groups from survey results· Recruit focus group participants from target demographic· STEPs to conduct 3 focus groups with Black YPs in Greater Omaha community
April-May 2017	<i>Data Analysis and Reporting</i>
	<ul style="list-style-type: none">· Analyze quantitative and qualitative data· STEPs to Prepare written report and presentation with actionable recommendations
Summer & Fall 2017	<i>Action & Implementation</i>
	<ul style="list-style-type: none">· GOYP + ULNYP to come to consensus on recommendations from STEPs to implement· Present actionable recommendations to GOC board of Directors and Executive Committee· Gather steering committee of guiding coalition of companies, organizations, supporters· Advocate for and seek change to public policy, company culture, and community practices

Marketing and Communication Phases

Pre-Communication (Awareness & Education) | Start Date: January 2017

- Press Release & Local Media Engagement
 - 3-part segment around who, what, where, and why (Pre, Deployment, and Post)
- Social Media Campaign
 - Urban League social media outlets
 - Chamber social media outlets
- Paid Social on Facebook
- Interactive Survey Sessions to Partner Organizations (list below)
- E-Blast: Emails to Partner Organization's distribution lists
- Distribution of Info cards to local business and Partner Organizations
- Section on Urban League, Chamber, and GOYP Websites
- "Empowerment Toolkit" (Approved Communication tools like letter of engagement, social media banners, printable Info Card details, etc.)

Deployment (Engagement & Conversion) | Start Date: January 23

- Local Media Coverage
- Social Media
- E-Blast Reminders to membership-bases
- Partner Organization "Survey Day"

Post-Communication (Follow-up & Advocacy) | Start Date: Summer 2017

- Press Release & Local Media Engagement
 - Follow-up Presentation to Partner Organizations and Community Key stakeholders
 - Community Event with Mayoral Candidates on Diversity and Inclusion / Survey Results
 - E-Blast Results and next steps to Partner Organizations
- Results on Urban League, Chamber, and GOYP Websites

Evaluate process and determine next steps

Interactive Survey Sessions and Prospects

Group Name	Point of Contact
100 Black Men of Omaha	Eric Ewing
Midlands Mentor Partnership	Deborah Neary
Mutual of Omaha	Dorian Hill
Omaha Steaks	Rafael Maldonado
OPPD	Loreno James
First Data	Brandon Clark
Blue Cross Blue Shield	Jarriet Dewitt
Urban League of Nebraska YPs	Jakeen Fox
Greater Omaha YPs	Noah McClain
Empowerment Network	Willie Barney
Black Men United	Willie Hamilton
UNO Multicultural Affairs	James Freeman
Omaha Diversity Week	

Group Name	Event Name	Scheduled Time	Location
Empowerment Network	Monthly Membership Meeting	Meet 2nd Saturday of every month	Omaha North High School
UNO Multicultural Affairs	No Place to Eat, No Room to Sleep: The African American Experience of Route 66	February 7, 2017	UNO Criss Library
UNO Multicultural Affairs	An evening with Wes Moore	February 28, 2017	UNO Criss Library
North Omaha Neighborhood Alliance	Monthly meeting	February 9	Turning Point Campus
Hungry Club	Monthly luncheon	Feb 15	Turning Point Campus
Omaha 360	Weekly		Omaha Home for Boys
Omaha Table Talk	Monthly meeting	Feb. 7	UNO
North Omaha Community Care Council	Bi monthly meeting	Feb. 8	Goodwill Industries
1 Million Cups	Weekly		AIM Exchange Building

Appendix II: Survey Respondents

Excluded From Alanalysis									
<u>Race/Ethnicity</u>	Freq.	Pct	<u>Gender</u>	Freq.	Pct	<u>Age</u>	Freq.	Pct	
White or Caucasian	75	49.0	male	53	34.2	20-30 Years	13	8.4	
Hispanic or Latino	7	4.6	female	101	65.2	31-40 years	5	3.2	
Black or African American	53	34.6	prefer not to answer	1	.6	Grtr than 40 Years	136	88.3	
Asian	1	.7	Total	155	100.0	Total	154		
Native American	1	.7							
Two or more races	12	7.8							
Other - Write In	4	2.6							
Total	153								
Included in Analysis									
White or Caucasian	399	59.1	male	226	33.4	20-30 Years	302	44.6	
Hispanic or Latino	32	4.7	female	440	65.0	31-40 years	375	55.4	
Black or African American	181	26.8	transgender	3	.4	Grtr than 40 Years	0		
African	4	.6	prefer not to answer	8	1.2	Total	677		
Asian	12	1.8	Total	677	100.0				
Native Hawaiian or Other Pacific Isl.	1	.1							
Native American	2	.3							
Two or more races	37	5.5							
Other - Write In	7	1.0							
Total	675	100.0							

Diversity & Talent Inclusion Survey

1. What is the zip code where you currently reside?

Community

2. How important is it to you to feel a sense of community with members of the Greater Omaha area?

- Essential
- Somewhat important
- Not very important
- Not important at all
- Prefer not to be a part of this community

Community

3. Please indicate how much you agree or disagree with the following statements about the Greater Omaha area:

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
I can get what I need in Greater Omaha	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like a member of Greater Omaha.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a say about what goes on in Greater Omaha.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel connected to Greater Omaha.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in Greater Omaha are good at influencing each other.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greater Omaha helps me fulfill my needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a good bond with others in Greater Omaha.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I belong in Greater Omaha.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Importance

4. In determining where to live, how important to you are the following economic aspects of a community?

	Very important	Somewhat important	Neither important nor unimportant	Not very important	Not at all important
Availability of local job opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range of industries (types of businesses in the region)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Average household income	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tax rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities for adults	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Importance

5. In determining where to live, how important to you are the following physical aspects of a community?

	Very important	Somewhat important	Neither important nor unimportant	Not very important	Not at all important
Quality of trails/bike paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of public parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of new housing developments on the market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of public school system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of affordable childcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Importance

6. In determining where to live, how important to you are the following social aspects of a community?

	Very important	Somewhat important	Neither important nor unimportant	Not very important	Not at all important
Friendliness of neighbors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity to extended family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity of local residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local arts and music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local dining opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of particular religious institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Satisfaction

7. In thinking about Greater Omaha, how satisfied are you with the following economic aspects of the community?

	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied
Availability of local job opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range of industries (types of businesses in the region)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Average household income	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tax rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities for adults	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Satisfaction

8. In thinking about Greater Omaha, how satisfied are you are the following physical aspects of the community?

	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied
Quality of trails/bike paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of public parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of new housing developments on the market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of public school system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of affordable childcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Satisfaction

9. In thinking about Greater Omaha, how satisfied are you with the following social aspects?

	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied
Friendliness of neighbors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity to extended family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity of local residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local arts and music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local dining opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of particular religious institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Employment

10. When thinking about your primary job, please indicate the extent to which you agree or disagree with the following statements about your employer/company:

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	I don't know/Not applicable
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I am satisfied with my current position	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have equal opportunity to be hired for jobs in Greater Omaha	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have an equal opportunity for promotion or advancement into higher job levels at my company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with my current salary in relation to my level of education and experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The company where I work is inclusive and welcoming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The company where I work is diverse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My company provides me sufficient opportunity for professional development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My company provides me sufficient funding for professional development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My company provides me sufficient time away from work for professional development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Employment

11. When thinking about your primary job, do you believe you are:

- Underqualified
 - Qualified
 - Overqualified
 - I don't know
-

Mentorship

12. Do you have one or more people you would consider a professional mentor, either within the company where you work or in the Greater Omaha community?

- Yes
 - No
 - I don't know/not applicable
-

Why Greater Omaha?

13. Why did you choose to live in the Greater Omaha Area? Write your response in the space below.

WhynotGreaterOmaha?

14. Would you choose to live somewhere other than the Greater Omaha Area?

- Yes
 - No
-

Please explain your answer in the space below.

Entrepreneurship

LOGIC Show/hide trigger exists.

15. Are you currently a small business owner?

- Yes
 - No
-

LOGIC Hidden unless: Question "Are you currently a small business owner?" #15 is one of the following answers ("Yes")

Have you found adequate small business resources in the community to help you start and/or grow your business?

- Yes
 - No
-

LOGIC Hidden unless: Question "Are you currently a small business owner?" #15 is one of the following answers ("Yes")

Do you believe you have sufficient access to the credit and/or capital you need to grow your business?

- Yes
 - No
-

LOGIC Show/hide trigger exists. Hidden unless: Question "Are you currently a small business owner?" #15 is one of the following answers ("No")

16. Do you have aspirations to be a small business owner?

- Yes
 - No
 - I don't know
-

LOGIC Hidden unless: Question "

Do you have aspirations to be a small business owner?

" #16 is one of the following answers ("Yes")

How confident are you that you will find:

Not at all
confident

Not
confident

Neutral

Confident

Very
confident

I don't
know

Adequate small business
assistance

Credit and/or capital to start a
business

About You

17. What is your sex/gender?

Male

Female

Transgender

Prefer not to answer

18. What year were you born?

About You

19. What is your occupation? Please select the category you believe best describes your occupation.

- Management
- Business or finance operations
- Computer or mathematical science
- Architecture or engineering
- Life, physical or social science
- Community or social service
- Legal
- Education, training or library
- Arts, entertainment, sports or media
- Healthcare practitioner or technical occupation
- Other - Write In

About You

20. Please indicate the category that best describes your current relationship status:

- Single
- Dating
- Co-habiting
- Married
- Separated
- Divorced
- Widowed
- Other - Write In

21. Are there children under the age of 18 in your home who are under your care?

Yes

No

About You

22. Please select the highest level of education you have completed.

Less than high school

High school/GED

Some college, no degree

Associate degree (2-year degree)

Currently pursuing a 4-year degree (BA, BS)

Bachelor's degree (4-year degree, BA, BS)

Master's degree

Doctoral degree

Professional degree (MD, JD)

23. What is your racial or ethnic identity?

White or Caucasian

Hispanic or Latino

Black or African-American

Caribbean Black (e.g. Haitian, Jamaican)

African (e.g. Sudanese, Nigerian, Ethiopian)

Asian

Native Hawaiian or Other Pacific Islander

Native American

Two or more races

Other - Write In

About You

24. How did you find yourself in Greater Omaha (this includes: Dodge, Douglas, Cass, Sarpy, Saunders and Washington counties in Nebraska and Harrison, Mills or Pottawattamie counties in Iowa)?

Born here and stayed in Greater Omaha

Born in Greater Omaha but moved away and moved back Moved

here from another place

25. Whether you currently live inside or outside Greater Omaha, do you anticipate living in Greater Omaha within the next five years?

Yes

No

Uncertain

About You

26. Please select the statement below that best describes your current employment situation.

I work in Greater Omaha

I work outside Greater Omaha

27. Please describe your current living situation.

Rent

Own

Live with family or friends

Other - Write In

28. Please describe your housing plans for the next five years.

Noplansforchange

RentinGreaterOmaha

Rent outside of Greater Omaha

Remodel existing home

Purchase existing home

PurchaseorbuildnewinGreaterOmaha

PurchaseorbuildnewoutsideofGreaterOmaha Leave

GreaterOmaha

Other - Write In

WanttoHelp?

LOGIC Show/hide triggerexists.

29. Are you interested in participating in a facilitated focus group discussion about YPs in Greater Omaha?

Yes, I would like to be contacted to participate in a focus group discussion. No, thank

you.

LOGIC Hidden unless: Question "

Are you interested in participating in a facilitated focus group discussion about YPs in Greater Omaha?

"#29isoneofthefollowinganswers("Yes,Iwouldliketobecontactedtoparticipateinafocusgroup discussion.

General Notes:

1. It seems that they are, but can you double check that the scale on all of the figures is from 0 – 1 (100%) so we have consistency?
2. Check consistency throughout the report on bolded text and formatting in figures (numbering, do we included * or p-values, etc.)
3. When I opened this in word, I noticed some of the figure/tables positions were changed. I probably have a different version. I'm really sorry if this stays messed up when you re-open it and creates more work!
4. Throughout the report, when you say that YP/Black YPs were "satisfied" or consider something important, what are you counting?
 - a. For example, on p. 30, "Black YP respondents were least satisfied with the diversity of local residences (42%)..."
 - i. Does this 42% include very dissatisfied and somewhat dissatisfied?
 - ii. Would 'satisfied' in report text mean they answered 'somewhat satisfied' or 'very satisfied'?
 - b. Can you include in the methodology how you define 'important', 'satisfied' and 'dissatisfied' in the report text?