

1993

Omaha Conditions Survey: 1993 Metro Sample

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Omaha Conditions Survey: 1993

Survey Methodology

The Omaha Conditions Survey: 1993 was conducted through telephone interviews with adults from two random samples of area households.

The metropolitan sample represents adults in the Nebraska portion of the Omaha Metropolitan Statistical Area (Douglas, Sarpy, Washington, and Cass counties). The North Omaha sample represents African-American adults in 19 North Omaha census tracts.

This report describes the methodology used to conduct the 1993 Omaha Conditions Survey. It is designed to be used in conjunction with the individual topical reports. A list of report topics appears on page 4.

Survey Instruments

The interview for the metropolitan sample focused on opinions of the best and worst things about the Omaha area, satisfaction with public services and housing, residence patterns, and opinions regarding regional development issues. Focus areas for the North Omaha interviews were identified in consultation with community leaders and include neighborhood shopping patterns, job training issues, and social service program participation.

In addition, both the metropolitan and North Omaha interviews included views about the future outlook for the Omaha area, opinions of the best and worst

things about the respondents' neighborhoods, information about employment status and journey to work, and demographic measures.

Metropolitan Sample

The metropolitan sample consists of 802 completed interviews. The sample was drawn using a modified random digit dialing design. The design provides a known probability of selection for all households with telephones in the study area (Douglas, Sarpy, Washington, and Cass counties). It also allows for the inclusion of unlisted numbers in the sample.

North Omaha Sample

The North Omaha sample consists of 575 completed interviews. The geographic boundaries of the North Omaha sample were selected to include those census tracts with black populations of 40 percent or higher according to the 1990 Census. Map 1 shows the boundaries of the area included in the North Omaha sample.

The smaller geographic area covered by the North Omaha survey called for a different sampling approach than that employed for the metropolitan survey. In the metropolitan survey, interviewers called random telephone numbers within given prefixes. This strategy allowed

About the Omaha Conditions Survey

The Omaha Conditions Survey: 1993 is the third in a series of studies conducted by the Center for Public Affairs Research (CPAR) at the University of Nebraska at Omaha. This study is part of CPAR's initiative to monitor and improve the processes operating in Nebraska's urban areas by developing quality information for decision-makers.

This year's survey sampled adults in the Omaha metropolitan area and African-American adults in North Omaha. The metropolitan sample focused on regional development issues along with employment and labor force experiences. The North Omaha sample focused on neighborhood shopping patterns, employment experiences, and job training. In addition, both samples included questions to assess opinions on quality of life as well as demographic features.

A list of Omaha Conditions Survey: 1993 report topics appears on page 4.

interviewers to contact both households with listed and unlisted telephone numbers. Telephone prefixes cover fairly large territories, however, so using this approach for North Omaha would have caused interviewers to spend a great deal of time calling and screening persons who lived outside the study area.

To avoid this problem, CPAR purchased a list of residential telephone numbers and addresses from Metromail Corporation. This insured that each number dialed was known at the outset to be inside the study area. The disadvantage of this approach is that households with unlisted phone numbers were excluded from the sample.

Respondent Interviews

Professional interviewers from Wiese Research Associates, Inc., conducted the metropolitan sample interviews between June 24 and July 19, 1993. The same interviewers conducted the North Omaha

interviews between August 12 and August 24, 1993.

After making contact with someone at a telephone number on the call list, interviewers asked to speak with a person who was 18 years or older and had the next birthday in the household. Interviewers asked for the adult with the next birthday to avoid biasing the sample in favor of persons more likely to be at home or to answer the phone. Interviewers were instructed to call back if the correct household member was not available.

For the North Omaha sample only, interviewers also screened potential respondents by race. Only African-Americans were included in the North Omaha sample.

Respondents were promised that their responses would remain confidential. In addition, any concerned respondents were given the telephone number of the UNO Center for Public Affairs Research.

Completed survey questionnaires were returned to CPAR for processing. Data entry for the metropolitan sample

was done by Priority Data Systems, Inc. of Omaha. Data entry for the North Omaha sample was done at CPAR as was the computer programming, data cleaning, and analysis for both samples.

Error and Confidence Levels

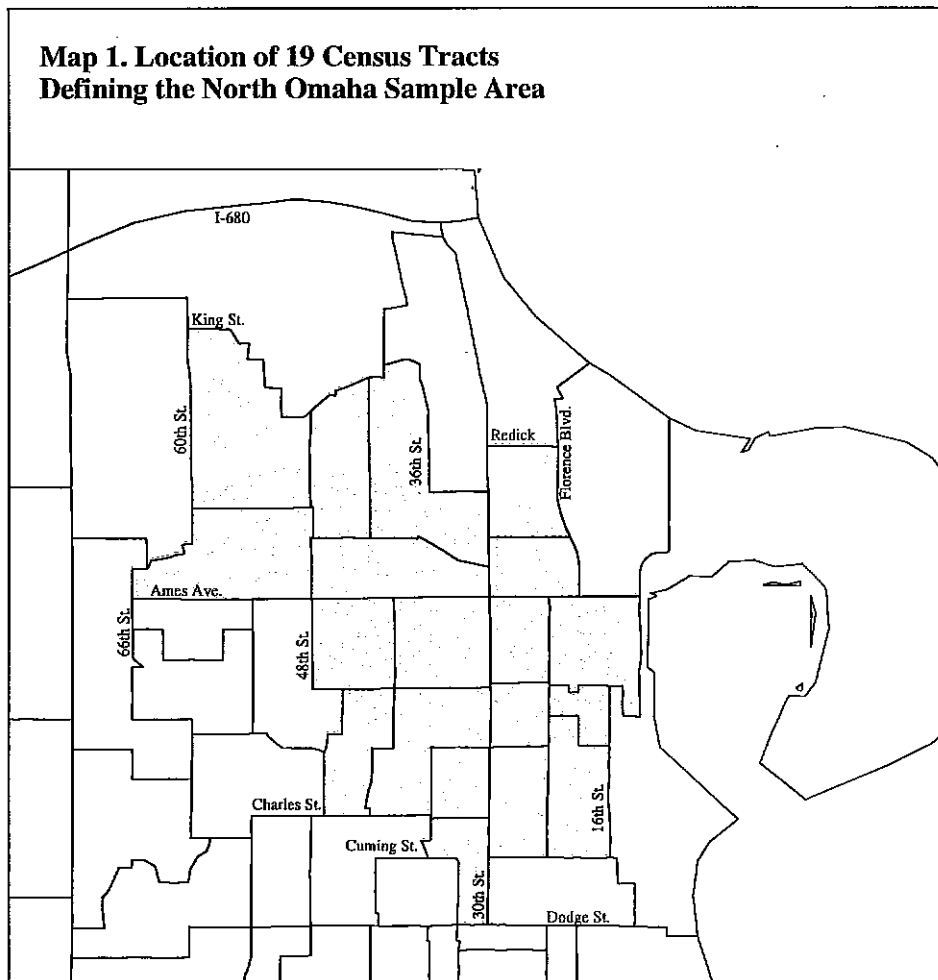
As with all sample surveys, the Omaha Conditions Survey results are assumed to contain some degree of error. The reliability of sample survey results depends on the care exercised during survey administration, the sample size, the extent to which the sampling frame (list of telephone numbers in the case of the Omaha Conditions Survey) corresponds to the population under study, and the amount of nonresponse.

Survey Administration. Errors can creep into the data in a number of ways during survey administration. For example, respondents may misunderstand questions, interviewers may misunderstand or misrecord answers, and data entry operators may miskey results into the computer. The extent of such errors cannot be estimated. CPAR researchers made every effort to minimize the potential for these types of errors throughout the survey process, and their effect on the results of the Omaha Conditions Survey is probably very small.

Sample Size. Another source of error stems from using a sample of persons to estimate the characteristics of a population. How large a difference is there likely to be between the results of the sample survey and the results one would obtain from interviewing the entire population? This difference, or sampling error, can be estimated for a random sample using accepted statistical techniques.

The metropolitan sample has a maximum sampling error of plus or minus 3.5 percent at the 95 percent confidence level. In other words, there is a 95 percent likelihood that the true value of an item is no more than 3.5 percent higher or lower than the value reported. The North Omaha sample has a maximum sampling error of plus or minus 4.1 percent with 95 percent confidence.

These estimates of sampling error assume a random sample—that is, all members of the population under study had a known, equal chance of being included in the sample. However, telephone surveys can violate the basic



assumption of randomness in several ways. The most notable of these are exclusion of households with no telephones or with unlisted numbers, over-representation of households with multiple telephone numbers, over-representation of adults in one-adult households, and nonresponse. All of these weaken the usefulness of survey results to the extent that persons excluded or over-represented differ from the population as a whole on survey measures.

Households With No Telephones or With Unlisted Numbers. The exclusion of households without telephones can result in the under-representation of certain groups, particularly minority, low income, low education, young, and more mobile households within the area.

Because the Omaha Conditions Survey relied on telephone interviewing, persons living in households without telephones were excluded from participation. According to the 1990 Census, 97.0 percent of households in the metropolitan sample's 4-county area had telephones. In the North Omaha area, 89.8 percent of all households had telephones in 1990.

Interviewers were able to reach persons with unlisted numbers in the metropolitan sample since random-digit dialing was employed. For the North Omaha sample, persons with unlisted numbers were excluded for the reasons described earlier.

Households With Multiple Telephone Numbers. Households with more than one telephone number had a higher probability of being selected for the sample than did households with only one number. An earlier Omaha Conditions Survey (1990) found that 8.3 percent of those in the metropolitan sample and 12.1 percent of those in the North Omaha sample had multiple phone numbers. An analysis of the responses in 1990 found no significant differences between households with multiple telephone numbers and those with only one number.

One-Adult Households. Adults living alone or only with children had a higher probability of being interviewed than did adults living in households that included other adults. For example, a single adult whose telephone number was selected would be interviewed with certainty. An adult living with another adult whose number was selected would have a 1 in 2 chance of being interviewed.

Nonresponse. Survey nonresponse is the failure to obtain measurements on sampled units. This occurs when an eligible individual is unable or unwilling to complete the interview. This type of error is probably the most difficult to work with since the characteristics of nonrespondents are typically unknown.

The exclusion of households with no telephones or with unlisted numbers, over-representation of households with multiple telephone numbers, over-representation of adults in one-adult households, and nonresponse all affect the reliability of the survey results to some degree. One way to handle this problem is to assign weights to the data to compensate for the over- or under-representation of any sub-groups. However, no current, reliable data exist for this task.

Absent any mechanism for weighting the survey results, one can assess the representativeness of the sample by comparing characteristics of the sample to known characteristics of the population.

Respondent Characteristics

Table 1 compares age, race, sex, and income characteristics of the metropolitan sample to those reported for adults in the same geographic area by the 1990 Census. Table 2 compares the same information, except race, for the North Omaha sample.

For the most part, the percentage of survey respondents in each demographic category corresponds closely with population percentages measured by the 1990 Census. The exception is in household income where both the metropolitan and North Omaha samples appear slightly under-represented in the lowest income category and over-represented in the highest. At least part of the reason for this may be that low-income households are less likely to have telephones. Another reason may be that the Census figures report 1989 income and the Omaha Conditions Survey reports 1993 income; one would expect some percentage increase over time in the higher income categories due to inflation.

Table 1. Comparison of Metropolitan Sample with 1990 Census Data for Four-County Area for Selected Characteristics

	Metropolitan Sample, 1993		1990 Census	
	Number*	Percent	Number	Percent
A. Total Persons 18 Years and Older	802		401,295	
B. Persons by Age:				
18-24	97	12.2	57,237	14.3
25-34	208	26.1	103,383	25.8
35-49	242	30.4	116,551	29.0
50-64	134	16.8	66,871	16.7
65 +	116	14.6	57,253	14.3
C. Persons 18 Years and Older by Race and Hispanic Origin:				
White, not Hispanic	725	91.1	354,033	88.2
Black, not Hispanic	50	6.3	31,909	8.0
American Indian, not Hispanic	3	0.4	1,745	0.4
Asian, not Hispanic	6	0.8	4,067	1.0
Other, not Hispanic	4	0.5	114	0.0
Hispanic	8	1.0	9,427	2.3
D. Persons 18 Years and Older by Sex:				
Male	365	45.5	191,188	47.6
Female	437	54.5	210,107	52.4
E. Total Households	802		208,988	
F. Households by Household Income:				
\$0-9,999	51	7.0	26,093	12.5
\$10-14,999	49	6.7	17,713	8.5
\$15-24,999	111	15.3	39,274	18.8
\$25-34,999	136	18.7	36,032	17.2
\$35-49,999	181	24.9	42,002	20.1
\$50,000+	199	27.4	47,874	22.9

*Sample numbers may not sum to totals due to missing data.

Comparability with Prior Omaha Conditions Surveys

Differences in geographic coverage and seasonality affect the comparison of 1993 Omaha Conditions Survey results with those from prior years.

The 1993 metropolitan sample includes Cass County for the first time. This reflects the addition of Cass County to the Omaha Metropolitan Statistical Area in December 1992. Following the recommendation of community leaders, the 1993 North Omaha sample also covers a larger geographic area than did earlier Omaha Conditions Surveys.

The 1993 Omaha Conditions Survey was conducted in the summer; in 1990 and 1991 it was conducted in the winter. The season during which the survey is conducted may affect responses to some items such as opinions on schools and roads as well as labor force characteristics.

Readers should consider these differences when making comparisons of Omaha Conditions Survey results over time.

Table 2. Comparison of North Omaha Sample with 1990 Census Data for 19 Census Tract Area for Selected Characteristics

	North Omaha Sample, 1993		1990 Census*	
	Number [†]	Percent	Number	Percent
A. Persons 18 Years and Older	575		19,189	
B. Persons by Age:				
18-24	89	15.7	3,220	16.8
25-34	144	25.4	4,800	25.0
35-49	147	26.0	4,989	26.0
50-64	108	19.1	3,564	18.6
65 +	78	13.8	2,616	13.6
C. Persons 18 Years and Older by Sex:				
Male	237	41.2	8,090	42.2
Female	338	58.8	11,099	57.8
D. Total Households	575		10,664	
E. Households by Household Income:				
\$0-9,999	124	26.0	3,912	36.7
\$10-14,999	67	14.0	1,533	14.4
\$15-24,999	126	26.4	2,146	20.1
\$25-34,999	82	17.2	1,314	12.3
\$35-49,999	44	9.2	1,074	10.1
\$50,000+	34	7.1	685	6.4

*Census data for black persons and households only.

[†]Sample numbers may not sum to totals due to missing data.

Interested In Receiving Additional Reports From The Omaha Conditions Survey: 1993?

Write or call the Center for Public Affairs Research, Peter Kiewit Conference Center, University of Nebraska at Omaha, Omaha, Nebraska 68182; (402) 595-2311 for reports on the following topics from the 1993 survey:

Survey Methodology

Metropolitan Sample

- Outlook on the future
- The best and worst of the Omaha area
- Trends in the movement of Omaha area homeowners
- Labor and employment experiences
- Opinions about regional growth and development
- Ratings of services and facilities
- Attitudes and experiences in neighborhoods

North Omaha Sample

- Shopping and spending patterns
- Labor, employment, and training experiences

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Omaha Conditions Survey: 1993



Citizens Look at the Best and Worst of the Omaha Area

by
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One of the primary purposes of the Omaha Conditions Survey: 1993 Metro Sample was to collect information on how residents view the Omaha area and their neighborhoods — what are the best and worst attributes and what problems should leaders be addressing. Because the same questions were asked in 1990 and 1991, comparisons can be made with the results of the surveys. Two open-ended questions on the survey asked their opinions on the three best

and the three worst things about the Omaha area. Another open-ended question asked respondents what they felt are the three most important problems that the Omaha area should be trying to address. Respondents who listed combinations of gangs, drugs, or crime for the worst thing and/or problem were given the opportunity to mention additional items.

Likewise, three similar opinion questions were asked about the respondents'

neighborhoods. However, respondents were asked only to give one answer for each question. Comparisons for this question are available only for 1991, because it was not asked in 1990.

The open-ended format was used because it allows respondents to characterize issues in their own words. In addition, open-ended questions make it possible to identify issues and priorities that researchers developing a social survey cannot anticipate.

To classify the open-ended responses, categories were developed, and the responses were placed into one of the categories. All the items in the tables in this report were generated in this manner.

For complete details on the sample and respondent characteristics, see the separate report, *Survey Methodology* (the complete list of Omaha Conditions Survey: 1993 report topics is on the back cover).

The Best of the Omaha Area

Table 1 presents summary information on the items most often mentioned in response to the question, "In your opinion, what are the three best things

Key Findings

- The five most often mentioned best things about the Omaha area were: friendly people (35.5 percent), quality of life (34.3 percent), jobs and business opportunities (31.2 percent), entertainment and cultural activities (22.9 percent), and schools (22.5 percent).
- The five most often mentioned worst things about the Omaha area were: crime (41.4 percent), street conditions (31.5 percent), gangs (21.1 percent), high taxes (14.4 percent), and weather (13.6 percent).
- The five most important problems the Omaha area should be trying to address were: crime (42.3 percent), gangs (29.4 percent), lack of jobs or business opportunities (25.8 percent), street conditions (20.2 percent), and youth needs (18.8 percent).

about the Omaha area?" The summary information is developed by counting the total number of times a particular item was mentioned. These sums, then, are divided by the total number of persons who answered the question and expressed as percentages. The percentages do not add to 100 percent because each respondent could give up to three answers. All tables in this report are constructed in a similar manner.

Friendly people or other comments about people was mentioned most frequently (35.5 percent) as being the best thing about the Omaha area. Four other attributes were mentioned by 20 percent or more of the respondents: quality of life (34.3 percent), jobs and business opportunities (31.2 percent), entertainment and cultural activities (22.9 percent), and schools (22.5 percent).

Filling out the top-ten rank are convenient location, low crime rate, low traffic volume, quality of the environment and recycling, and shopping.

Variations in Perceptions of the Best Attributes of the Omaha Area

To better understand respondents' views, the five most frequently mentioned items are examined across population subgroups using characteristics of age, gender, race,¹ education, and income. Several interesting patterns are identified and are summarized in the following sections.

Friendly People. Respondents with a college degree, compared to those with a high school diploma or less, were more likely to mention friendly people as one of the best things about the Omaha area. In addition, households with incomes above \$50,000 were more likely to mention friendly people.

Quality of Life. Respondents aged 65 or older, those with less than a high school education, and those with incomes less than \$20,000 were less likely to mention quality of life as one of the best aspects of the Omaha area. Respondents aged 35 to 64, Blacks, persons with a college degree, and persons in households with incomes above \$50,000 were more likely to mention quality of life.

Jobs and Business Opportunities. The largest difference occurred between men and women, with men mentioning jobs and business opportunities more than women. Mention of this item did not differ much across age, race, income, or education.

Entertainment and Cultural Activities. The largest difference in this item again occurred between men and women. However, women were more likely to mention entertainment and cultural activities.

Schools. Schools were mentioned most frequently by persons aged 35 to 64 in contrast to those aged 65 or older; persons with college degrees compared to those with a high school diploma or less; and persons in households with incomes \$35,000 or higher compared to those with incomes below \$35,000.

Comparisons with 1990 and 1991

Table 1 also presents comparisons among the lists of the best attributes from the 1990 and 1991 as well as the 1993 survey. The lists are not the same because some items have been added or deleted between the surveys. Generally there is a great deal of similarity among the years, both in terms of ranking and the percentage of respondents mentioning an item. The top five items have been the same for all three years, although the order varies from year to year.

The major difference is that schools dropped from the most mentioned item in 1990 and 1991 to the fifth item in 1993. Some of this drop might be explained by differences in the time of year the survey was conducted. The 1993 survey was

conducted during the summer when school was not in session. For persons with children between the ages of 6 and 18, schools still ranks as the best thing about the Omaha area.

Looking at the ten most often mentioned best attributes of the Omaha area compared to 1991, low cost of living and parks and recreation facilities dropped out, while low traffic volume and quality of the environment and recycling were added.

The Worst of the Omaha Area

Table 2 summarizes the attributes mentioned in response to the question, "In your opinion, what are the three worst things about the Omaha area?" The data are developed using the same procedure described earlier. Table 2 shows that crime was perceived to be

Table 1. Respondents' Views of the Best Things About the Omaha Area

Rank	1993		1991		1990	
		Percent	Rank	Percent	Rank	Percent
1	Friendly people	35.5	2	29.2	3	28.1
2	Quality of life	34.3	3	27.7	2	30.3
3	Jobs and business opportunities	31.2	4	26.8	4	26.4
4	Entertainment and cultural activities	22.9	5	18.8	5	20.6
5	Schools	22.5	1	29.8	1	30.4
6	Convenient location	14.0	7	13.2	7	10.5
7	Low crime rate	13.9	10	9.0	13	6.6
8	Low traffic volume	12.7	13	6.9	10	9.3
9	Quality of the environment and recycling	11.5	11	8.1	9	10.2
10	Shopping	10.7	6	14.7	6	14.1
11	Low cost of living	10.6	8	11.6	7	10.5
12	Parks and recreation facilities	9.2	9	11.2	14	6.2
13	Housing	6.1	14	6.8	12	7.7
14	Good community feelings	5.7	20	3.3	--	--
15	Climate	5.4	12	7.6	11	7.9
16	Slow-paced lifestyle	4.0	25	1.4	20	3.2
16	Medical facilities	4.0	15	6.7	17	4.6
18	City services	3.8	16	6.3	--	--
19	Community organizations and churches	3.3	18	4.2	15	5.2
20	Restaurants	3.0	17	5.3	16	4.7
21	Redevelopment efforts	2.6	24	1.9	19	3.5
22	Law enforcement	2.2	22	2.5	21	3.0
23	Sports	1.8	18	4.2	23	1.9
24	Quality leaders	0.8	21	3.0	18	4.2
25	People address problems	0.4	26	1.0	22	2.4
	Valid cases	757		607		738

Table 2. Respondents' Views of the Worst Things About the Omaha Area

Rank	1993	1991		1990		
		Percent	Rank	Percent	Rank	Percent
1	Crime	41.4	5	16.9	4	18.8
2	Street conditions	31.5	1	30.6	5	18.0
3	Gangs	21.1	2	24.4	2	28.1
4	High taxes	14.4	3	20.8	3	20.4
5	Weather	13.6	8	11.3	6	14.5
6	Traffic congestion	12.6	9	10.1	8	9.2
7	Lack of jobs or business opportunities	10.9	10	8.3	7	10.4
7	City government	10.9	7	12.9	--	--
9	No youth activities	7.8	18	3.4	--	--
10	Run-down neighborhoods	7.7	15	3.8	11	5.6
11	Drugs	7.4	4	17.0	1	29.1
12	Quality of the environment and recycling	7.2	6	15.3	--	--
13	Limited entertainment	6.9	12	5.1	10	6.5
14	People	5.9	29	1.4	21	1.6
15	Overemphasis on development	5.7	13	4.2	12	5.1
16	Law enforcement	4.9	14	4.0	12	5.1
17	Race relations	4.1	19	3.1	19	2.9
18	Poor schools	3.6	23	2.8	14	4.5
19	Public transportation	3.2	11	5.5	--	--
19	Parks and recreation facilities	3.2	27	1.8	16	3.8
21	Low wages and incomes	3.1	21	2.9	15	4.1
22	Downtown area	3.1	16	3.6	--	--
23	Homelessness	2.3	17	3.5	17	3.4
24	Poor leaders	2.0	19	3.1	9	8.8
24	No community cooperation	2.0	26	2.2	--	--
26	Convention facilities	1.9	27	1.8	--	--
27	Poor snow removal	1.6	25	2.4	21	1.6
28	Mass media	1.6				
29	Housing policies	0.8	30	1.0	20	2.5
30	Busing in schools	0.7	21	2.9	--	--
31	Housing costs	0.5	24	2.5	18	3.2
Valid cases		752		594		727

Table 3. Respondents' Views of the Priority Problems to Address in the Omaha Area

Rank	1993	1991		1990		
		Percent	Rank	Percent	Rank	Percent
1	Crime	42.3	6	19.5	3	19.6
2	Gangs	29.4	1	33.5	2	38.9
3	Lack of jobs or business opportunities	25.8	7	16.5	5	16.6
4	Street conditions	20.2	5	20.8	7	14.1
5	Youth needs	18.8	10	8.2	8	11.3
6	High taxes	15.0	4	21.3	4	18.7
7	Drugs	13.7	2	31.7	1	51.0
8	Quality of schools	13.3	9	10.4	9	10.0
9	Urban redevelopment/rehabilitation	11.5	13	5.7	15	4.1
10	Attracting new business	10.2	12	8.1	11	7.1
11	Quality of government	9.4	8	10.9	17	3.0
12	Street congestion	7.6	17	4.4	12	5.5
13	Homelessness	6.0	10	8.2	5	16.6
14	Quality of the environment and recycling	5.7	3	27.9	13	5.0
15	Law enforcement	5.3	15	5.0	19	2.4
16	Race relations	4.9	21	2.2	17	3.0
17	Attitude	4.7	23	1.9	--	--
18	Helping the poor	4.0	16	4.6	--	--
19	Convention facilities	3.9	19	3.3	--	--
20	Public transportation	2.2	13	5.7	21	2.1
21	Health care	2.1	25	1.5	--	--
21	Discipline in schools	2.1	24	1.8	16	3.4
23	Sports and recreation programs	1.8	20	3.0	22	1.5
24	Public housing	1.5	17	4.4	14	4.3
25	Elderly needs	1.4	25	1.5	20	2.2
26	Ak-Sar-Ben	1.3	21	2.2	--	--
27	Lack of entertainment and cultural activities	1.0	29	0.9	22	1.2
28	Lottery	0.5	28	1.0	--	--
28	Child care	0.5	27	1.2	--	--
Valid cases		768		605		759

the worst thing about the Omaha area (41.4 percent). Street conditions followed at 31.5 percent. (This includes comments related to smoothness of streets as well as traffic engineering.) Gangs were mentioned by 21.1 percent of the respondents. Rounding out the top five were high taxes (14.4 percent) and weather (13.6 percent).

Of the remaining items in the ten worst things about the Omaha, one item was also mentioned as one of the best things about the Omaha area — jobs and business opportunities. The other items in the top ten are traffic congestion, city government (including city services), no youth activities, and run-down neighborhoods.

Variations in Perceptions of the Worst Attributes of the Omaha Area

In the following sections, the five items ranked as the worst things about the Omaha area are compared across characteristics of the respondents. These are the same characteristics that were used in the previous section (age, gender, race, education, and income).

Crime. The perception of crime as one of the worst things about the Omaha area was more likely to be mentioned by women and Whites. It did not vary much among the other population sub-groups.

Street Conditions. Respondents who were white or aged 18 to 34, in contrast with persons aged 65 or older, were more likely to list street conditions.

Gangs. Persons who mentioned gangs were more likely to have a high school diploma or less or have household incomes below \$20,000. Persons with some college or a college degree and those with household incomes of \$50,000 or above were less likely to mention gangs.

High Taxes. This item is least likely to be mentioned by women and respondents with household incomes below \$20,000.

Weather. Respondents who indicated weather as one of the worst aspects of the Omaha area were more likely to be aged 35 to 64, compared to those 65 or older; be a college graduate; or live in households with incomes of \$50,000 or more, in contrast to households with incomes below \$20,000.

Comparisons with 1990 and 1991

There are considerable differences in the ranking and percentages of two items in 1993 when compared to other years. The two largest changes are crime and drugs. Crime moved from the fifth most mentioned item in 1991 to the most mentioned item in 1993, and the percentage of persons mentioning it more than doubled, from 16.9 percent to 41.4 percent. Drugs, on the other hand, dropped from the fourth most mentioned item to the eleventh; in 1990, it was the first most mentioned item. During this three-year period, the percentage of respondents mentioning drugs as one of the worst things in the Omaha area fell from 29.1 percent to 7.4 percent.

In addition to drugs, quality of the environment and recycling dropped out of the top ten in 1993. Moving into the top ten were no youth activities and run-down neighborhoods.

Most Important Problems to Address

When asked what they felt were the three most important problems that the Omaha area should be trying to address, crime was mentioned by 42.3 percent of the respondents. Gangs were mentioned second most frequently (29.4 percent). Two other items were mentioned by more than 20 percent of the respondents: lack of jobs or business opportunities (25.8 percent) and street conditions (20.2 percent). Youth needs were listed by 18.8 percent of the respondents.

Rounding out the top-ten list of priority community problems were high taxes, drugs, quality of schools, urban redevelopment and rehabilitation, and attracting new business.

Variations in the Perceptions of the Most Important Problems

The five issues mentioned most frequently by the respondents are also compared across demographic characteristics of the respondents.

Crime. Crime was more likely to be mentioned as a priority problem by Whites or persons with some college or a college degree as opposed to those with less than a high school diploma.

Gangs. The only variation in the perception of gangs as a problem was by age. Persons aged 18 to 34 and 35 to 64 were more apt to see gangs as a problem than were people 65 or older.

Lack of Jobs or Business Opportunities. As a priority problem lack of jobs or business opportunities was viewed as most important by Blacks and persons aged 35 to 64. Persons 65 or older were less likely to mention jobs as a priority issue.

Street Conditions. Street conditions showed the least variation along demographic characteristics of respondents. Only respondents in households with incomes between \$20,000 and \$35,000 were more likely to list street conditions as a priority problem.

Youth Needs. Race and education explain the largest differences in respondents indicating youth needs as a priority problem. Blacks were apt to mention this item, while college graduates were less likely to mention it.

Comparisons with 1990 and 1991

Of the three open-ended questions asked, priority problems to be addressed showed the most movement among the top-five issues between 1991 and 1993. Crime moved from the sixth most mentioned problem to the first. Lack of jobs or business opportunities jumped from seventh to third, and youth needs went from tenth to fifth. Dropping out of the top five were drugs and quality of the environment and recycling. Quality of

the environment went from third to fourteenth.

Much of the movement in these issues might be explained by attention given them by the media. At the time of the 1991 survey, the Omaha Effort generated considerable controversy and media attention and may have led to an increased awareness of the environment and recycling. In 1993, much attention became focused on crime and youth violence as Omaha hosted a conference on youth violence.

Perceptions of the Best, the Worst, and the Most Important Problems in the Respondent's Neighborhood

In addition to being asked several questions concerning the Omaha area, respondents were asked to give their views of their neighborhoods. In contrast to the Omaha area, respondents were asked to list only one item for their neighborhood. Therefore, the percentages are not comparable between the Omaha area and neighborhood. Because of the small number of responses for some categories, the three tables in this section list only the ten most frequently mentioned items in 1993, along with their comparisons to 1991.

In comparing tables 4-6, an interesting pattern emerges. People are much more likely to say something good about their neighborhood than they are to list something bad or a problem. Almost everyone surveyed (772 respondents) mentioned something good about their neighborhood, but only 539 could find something bad, and only 557 could list a priority problem.

Best Things About My Neighborhood

By far the best things about neighborhoods in the Omaha area were their friendly people (28.4 percent) and their quiet, slow-paced lifestyle (21.2 percent). Nearly half of the respondents stated one of these attributes. Convenient location was indicated by another 12.3 percent, and low crime rate by 10.5

percent. Other aspects of their neighborhood that respondents mentioned as the best are quality of the environment and recycling, quality of life, good community feelings, schools, low traffic volume, and parks and recreation facilities (see table 4).

Many of the things that respondents like about the Omaha area they also like about their neighborhood. Friendly people rank as the best thing about the Omaha area and in their neighborhood. Convenient location, low crime rate, quality of the environment and recycling, quality of life, schools, and low traffic volume are also among the ten best things about the Omaha area.

Table 4 shows that the best things about their neighborhood have not changed much since 1991. The first eight items are the same for both surveys with the ranking of quality of life

and quality of the environment changing places. Low traffic volume and parks and recreation facilities were added in 1993.

Worst Things About My Neighborhood

Table 5 shows that there was a wider variety of responses given as the worst thing about neighborhoods. This diversity lowers the overall percentage of responses for individual items. Traffic congestion was the top worst thing, but received only 16.3 percent of the responses. Quality of the environment was mentioned by 14.8 percent of the respondents.

Again there are many items mentioned as the worst things in their neighborhood and the worst things in the Omaha area. Respondents felt that traffic congestion, street conditions, crime, no youth activities, high taxes, run-down areas, and gangs were bad in their neighborhood and bad in the Omaha area.

Compared to 1991, the lack of youth activities in the neighborhood exhibited the largest change moving from the twentieth most mentioned item to the seventh.

Priority Problems to Address in My Neighborhood

Just as it was for the Omaha area, crime was perceived to be the biggest problem in the respondents' neighborhoods, mentioned by 21.6 percent of them. As shown in table 6, this is followed by quality of the environment and youth needs. In addition to crime, youth needs, street conditions, high taxes, schools' quality, urban development, and gangs were viewed as priority problems that should be addressed by the neighborhood and the Omaha area.

Also in table 6 are comparisons to 1991. As in the previous sections there is much overlap between the two years. However, crime and youth needs exhibit large increases in the percentage of respondents mentioning them. Even though they remain among the ten major problem areas, quality of the environment and street conditions were mentioned by a smaller percentage of persons.

Endnote

1. This analysis reports differences in responses across various population sub-groups. Comparisons across racial/ethnic groups report differences between Whites and Blacks. Other racial/ethnic groups were included in the survey and are reported in metropolitan totals. However, the number of respondents in each of these groups was too small for separate analysis.

Table 4. Respondents' Views of the Best Things About Their Neighborhood

1993		1991		
Rank	Percent	Rank	Percent	
1	Friendly people	28.4	1	27.9
2	Slow-paced lifestyle	21.2	2	22.6
3	Convenient location	12.3	3	12.1
4	Low crime rate	10.5	4	7.4
5	Quality of the environment and recycling	7.1	6	5.2
6	Quality of life	4.7	5	6.1
7	Good community feelings	4.5	7	3.5
8	Schools	2.7	8	3.0
9	Low traffic volume	2.2	12	1.2
10	Parks and recreation facilities	1.3	15	0.9
Valid cases		772	595	

Table 5. Respondents' Views of the Worst Things About Their Neighborhood

1993		1991		
Rank	Percent	Rank	Percent	
1	Traffic congestion	16.3	2	9.1
2	Quality of the environment and recycling	14.8	3	6.9
3	Street conditions	13.5	1	14.1
4	Crime	8.5	5	5.8
4	Overemphasis on development	8.5	12	2.4
6	People	6.7	6	4.7
7	No youth activities	4.8	20	1
8	High taxes	3.3	4	5.9
9	Run-down areas	3.0	9	3.1
10	Gangs	2.2	18	1.3
Valid cases		539	384	

Table 6. Respondents' Views of the Priority Problems to Address in Their Neighborhood

1993		1991		
Rank	Percent	Rank	Percent	
1	Crime	21.6	2	13.1
2	Quality of the environment and recycling	10.4	1	15.4
3	Youth needs	9.3	5	4.4
4	Street congestion	8.4	11	2.6
5	Street conditions	8.3	3	10.1
6	Attitude	8.1	7	3.6
7	High taxes	3.9	8	3.3
8	Schools' quality	3.8	20	1.2
9	Urban development	3.4	9	3.2
10	Gangs	3.3	13	2.4
Valid cases		557	346	

About the Omaha Conditions Survey

The Omaha Conditions Survey: 1993 is the third in a series of studies conducted by the Center for Public Affairs Research (CPAR) at the University of Nebraska at Omaha. This study is part of CPAR's initiative to monitor and improve the processes operating in Nebraska's urban areas by developing quality information for decision-makers.

This year's survey sampled adults in the Omaha metropolitan area and African-American adults in North Omaha. The metropolitan sample focused on regional development issues along with employment and labor force experience. The North Omaha sample focused on neighborhood shopping patterns, employment experiences, and job training. In addition, both samples included questions to assess opinions on quality of life as well as demographic features.

A list of Omaha Conditions Survey: 1993 report topics appears in the next column on this page.

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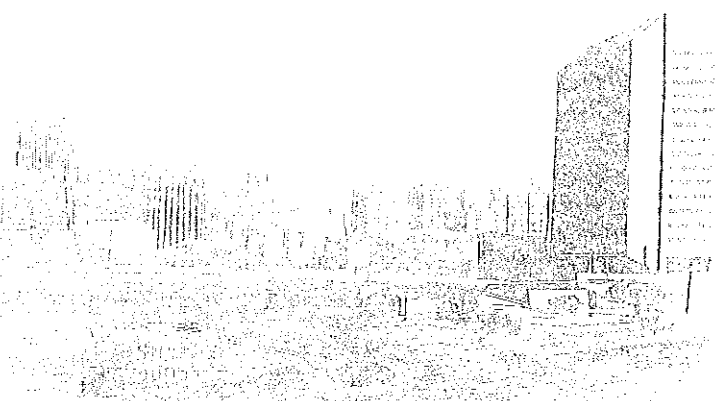
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Omaha Conditions Survey: 1993



Attitudes and Experiences in Omaha Neighborhoods

by
Robert Blair, Research Associate
Center for Public Affairs Research

Introduction

Neighborhoods are an important part of a person's life. Most people spend a great amount of time living, eating, playing, going to school, and raising families in neighborhoods. Specifically, a neighborhood is a "limited territory within a larger urban area where people inhabit dwellings and interact socially"

(Hallman 1984: p. 12). A neighborhood, then, is where neighbors associate with each other.

Neighborhoods have a critical role in Omaha's future. They are an important component of the *1993 Omaha Master Plan: Concept Element*. The purpose of the Master Plan is to "identify the kind of city we, as residents, want Omaha to be and to establish a direction for

Omaha's future" (p. 1). The vision of the Plan is that "Omaha must be a community committed to promoting and maintaining a high quality of life for all of its people" (p. 3). Several statements in the Plan expand on that vision. One says that "Omaha's neighborhoods must be designed to supply a variety of affordable, quality homes along with a full range of the services and amenities which make each neighborhood unique" (p. 3). Neighborhoods, according to the Plan, contribute to the quality of life in Omaha.

This report looks at neighborhoods in Omaha. In particular, the attitudes of people toward their neighborhoods are examined. Emphasis is placed on individual connections to neighborhoods, the relationship of housing to neighborhoods, perceptions of neighbors, and expectations of neighborhood change. In general, the report attempts to answer the fundamental question: How do Omahans view their neighborhoods?

Data for this report are drawn from the Omaha Conditions Survey: 1993 Metro Sample conducted in June and July, 1993. (See the report *Survey Methodology* for description of survey approach.) While the sample for the Omaha metropolitan area included 802 respondents from Douglas, Sarpy, Wash-

Key Findings

- While there is some evidence of historic family linkages to a neighborhood or part of town (especially among Blacks and those who live east of 72nd St.), only a small portion of Omahans have an extensive network of friends in the neighborhood.
- Neighborhood considerations are the most important factors when considering a house. The attractiveness of the area and its proximity to amenities are critical aspects of neighborhood choice for a home.
- Respondents liked the perceived differences (or similarities) of their neighbors. They liked the current mix of people in their neighborhoods.
- Most people are perceived to take an interest in neighborhood problems. Neighborhood issues and concerns are important to most Omahans. Only renters said that many of their neighbors had little or no interest in the neighborhood.
- Of all of the valid Douglas and Sarpy county responses, nearly twice as many said that the neighborhood would improve as opposed to those who said it would deteriorate (21.3 percent vs. 11.7 percent).

ington, and Cass counties, only survey respondents from Douglas and Sarpy counties were considered for most of the neighborhood report.

The Omaha metropolitan area consists of a variety of people. It is useful to determine if there are differences among groups of people in the way they answer survey questions. For this report respondents were placed into groups according to race (White or Black¹), family income (less than \$30,000 or \$30,000 or more per year), part of town respondent lives in (east or west of 72nd St.), and homeowner status (homeowner or renter). While there are other ways to make sub-group comparisons, it is felt that these groups address the major socioeconomic differences. The variation of sub-group responses to key questions are noted at several points in this report.

Connections to Neighborhoods

Most people have a personal linkage, or connection, to a neighborhood. However, the individual level of connection varies. Connections range from identifying with the neighborhood as merely a place of residence, to making a long-term personal and family commitment to the general area.

There are reasons to suspect that personal connections to neighborhoods will differ in various parts of the city. Connections are expected to be weaker in newer areas and stronger in older parts of the city. In older neighborhoods there are a high percentage of elderly residents and often a predominant ethnic or racial group, and connections are likely sturdier. These neighborhoods, called ethnic or urban villages, are usually tight-knit and sometimes isolated communities, somewhat independent from the larger metropolitan area. Friends and relatives of urban villagers often live in the same neighborhood (Palen 1992). On the other hand, individual connections to newer or suburban neighborhoods are expected to be weaker. Residents tend to live there shorter periods of time. And because most households in suburban areas have two wage earners, there is less time to devote to neighborhood activities.

This section of the report briefly examines personal connections to neighborhoods in Omaha.

Neighborhood Identification

The minimal level of connection to a neighborhood is identification. People often identify a neighborhood when describing where they grew up or where they currently live.

One question in the Omaha Conditions Survey: 1993 Metro Sample examined the respondent's identification with their neighborhood. When given the option of providing an address, or a neighborhood (or subdivision) as their place of residence, the majority responded in terms of a neighborhood. Of those Douglas County respondents who were homeowners of single-family units, and had lived in the area for five or more years, 53.1 percent used a neighborhood to identify where they lived, 16.1 percent gave a part of town, and 30.8 percent provided a street address. When given a choice, then, most people identify a neighborhood as their place of residence.

Neighborhoods and Families

Another way to look at personal linkages to neighborhoods is family ties. Stronger family ties to a neighborhood likely indicate increased individual connections to the area.

The Omaha Conditions Survey: 1993 Metro Sample asked several questions regarding personal and family connections to a neighborhood or area. Respondents were asked if they grew up in the neighborhood where they now live, or if they grew up in that part of town. A large percentage of the respondents did not grow up in the neighborhood (89.0 percent), or in that part of town (87.1 percent). In other words, only 23.9 percent of the respondents said that they either grew up in the neighborhood (11.0 percent), or in that part of the city (12.9 percent).

Another survey question addressed the residence of key family members. This examined historic family linkages to the neighborhood. Respondents were asked if either parents or in-laws had ever lived in the neighborhood or in that part of town where they now live. A

somewhat large percentage (36.4 percent) of the respondents said that either their parents or in-laws had lived in the neighborhood (23.9 percent) or in that part of town (12.5 percent).

In terms of where parents or in-laws lived, as a way to examine long term neighborhood commitment, a higher percentage of Blacks, people with family incomes less than \$30,000 per year, and those who live east of 72nd Street have parents or in-laws who lived in the neighborhood or area. In other words, people living in older parts of town, or those with less income, or who live in ethnic neighborhoods (like Blacks) appear to have stronger linkages to the neighborhood or area.

Neighborhoods and Friends

Personal linkages to a neighborhood can also be explored by looking at where one's friends live. If more friends live in the neighborhood, it is likely that there are stronger personal linkages and commitment to the area.

The Omaha Conditions Survey: 1993 Metro Sample asked respondents if most of their friends lived in their neighborhood or farther away. Only a small portion of those surveyed (14.0 percent) said that most of their friends lived in the neighborhood. Nearly three-quarters of the respondents (74.5 percent) said that most of their friends lived outside of the neighborhood.

To further examine the relationship of friends and the neighborhood, it is helpful to look for differences among subgroups within the metro sample. When race, income, part of town residing in, and homeowner status are examined separately, the only significant difference in responses is in the subgroup of race. Table 1 shows the loca-

Table 1. Location of Friends by Race

Location	White (percent)	Black (percent)
Most live in neighborhood	13.8	10.0
Some do/some don't live in neighborhood	12.3	-
Most live farther away	74.0	90.0
Total	100.0*	100.0

*Total does not add to 100.0 percent due to rounding.

tion of friends by race. Ninety percent of the black respondents indicated that most of their friends live outside the neighborhood, and 74.0 percent of the white respondents said the same thing.

Neighborhoods and Housing

Neighborhoods are important because homes are located there. Houses are closely linked to neighborhoods. Neighborhoods are essentially characterized by the nature of the houses located there. The type and condition of homes in a neighborhood are often used to describe its desirability.

Factors Influencing Housing Selection

One way to examine the connection of housing to neighborhoods is by considering the factors that influence an individual's selection of a home. Neighborhood characteristics are part of a set of factors that influence individual residential choice.

In the Omaha Conditions Survey: 1993 Metro Sample, respondents were asked: "What made you decide to move here?" This was an open-ended question, and responses were coded into

several categories. Table 2 shows the factors respondents indicated were important in the selection of housing. Response categories are grouped into neighborhood, personal, and community factors. Neighborhood factors include the amenities or characteristics of an area, or those connected to a specific geographic location. Personal factors include family or individual considerations and financial or employment reasons. Community factors pertain to city-wide considerations.

As shown in table 2, the largest proportion of respondents indicated that neighborhood-related factors influenced their selection of housing. Fifty-nine percent said that one of several neighborhood characteristics influenced their move to their current home. The attractiveness of the area (at 32.1 percent) was by far the most important neighborhood factor. The proximity of the neighborhood to schools, work, and amenities was also an important factor according to 17.0 percent of the respondents. For neighborhoods to favorably influence the selection of housing, they need to be attractive and close to conveniences.

Almost forty percent (39.1 percent) of those surveyed indicated personal reasons for their choice of a home. Personal reasons include family, job, or financial considerations. Less than two percent (1.7 percent) said community or other factors were influential in the selection of housing.

Importance of Neighborhoods to Housing Selection

Since the survey indicated that neighborhood factors are very important to the selection of homes, further examination of the connection between neighborhoods and housing is warranted. A series of questions in the survey focused on the importance of neighborhoods to the selection of housing.

Respondents were asked the relative importance of housing and neighborhoods to moving to an area to live. The vast majority of the respondents (71.6 percent) said that housing and neighborhoods are equally important to selecting a home. In other words, a house by itself will not likely entice someone to move into a neighborhood. Only 12.0 percent said the house was more important, and

16.4 percent said the neighborhood was a more critical factor.

Because the neighborhood is such a critical factor in the selection of a home, it is not surprising that many neighborhoods were considered by those looking for a place to live. Sixty-one percent of the respondents said that more than one neighborhood was considered. Of these, almost two-thirds (65.9 percent) said that three or more neighborhoods were considered (see table 3). In addition to looking at a number of neighborhoods, most (62.7 percent) looked at other parts of the metropolitan area for homes. According to this survey, Omahans do not appear to be restricting themselves to only one part of town when looking for a home. (See report, *Movement of Homeowners in Douglas County*.)

While making a wide search for a place to live appears to be a common strategy among the respondents, it is important to once again ask the question: Are there differences between groups of people in Omaha regarding their search for a place to live? The number of neighborhoods considered as a place to live was examined for the population subgroups throughout this report. Differences were noted for race. About 79 percent of the black respondents indicated that they looked at up to three other neighborhoods when looking for a place to live. Only about 58 percent of the white respondents looked at the same number.

Table 2. Factors Influencing Housing Selection

Factors	Percent
Neighborhood Factors:	
Attractiveness	32.1
Closeness:	
Schools	6.9
Work	8.9
Amenities	1.2
	17.0
House	6.9
Lack of crime	3.0
Subtotal	59.0
Personal Factors:	
Family reasons	23.6
Financial/housing	11.6
Job consideration	3.9
Subtotal	39.1
Community/other factors	1.7
Total	100.0*

*Total does not add to 100.0 percent due to rounding.

Table 3. Number of Neighborhoods Considered as a Place to Live*

Number Considered	Percent
1 other	9.8
2 others	24.2
3 others	26.7
More than 3	39.2
Total	100.0†

*Only for those respondents who considered more than one neighborhood.

†Total does not add to 100.0 percent due to rounding.

Perceptions of Neighbors

Neighborhoods are more than just a collection of houses that happen to be near each other in the city. Neighborhoods are also groups of families and individuals who interact with each other. Neighborhoods include neigh-

bors. Examining peoples' perceptions of their neighbors provide important insight about this human element of neighborhoods.

Neighborhood Diversity

One way to examine the relationship of neighbors to neighborhoods is by looking at perceived differences of those who live nearby. In other words, are neighbors mostly the same or different? Survey respondents were asked if most of the people in the neighborhood are pretty much the same, or are they pretty different? This question and others addressed broad perceptions of neighborhood diversity.

Most respondents were knowledgeable enough of their neighborhood to judge the diversity of their neighbors. Only 4.9 percent of the Douglas and Sarpy county residents were unable or unwilling to answer the question. Of the valid responses, 60.9 percent said that their neighbors were pretty much the same and 39.1 percent said that they were different. A follow-up question asked respondents if they liked it that neighbors were either the same or different. Overwhelmingly, respondents liked their perceived mix of neighbors.

Another way to examine neighborhood diversity is to look at the perceived differences in education among the neighbors. Education affects the social and economic status level of an individual. Differences in education likely indicate a neighborhood that is diverse in nature. Survey participants were asked their opinions regarding the differences in education of their neighbors. Nearly 40 percent (39.2 percent) of the respondents said that the people in the neighborhood had the same education level, 38.0 percent said that there were small differences, and 22.8 percent indicated that there were large differences in education. When the perceived educational difference of neighbors is used as a rough measure of neighborhood diversity, more than sixty percent (60.8 percent) of the respondents said that there is at least some differences among their neighbors.

Perceptions of neighborhood diversity vary by different groups in the Omaha metropolitan sample. When the population sub-groups are looked at

separately, a higher percentage of white respondents, those living west of 72nd Street, and homeowners said that their neighbors were "pretty much the same." In other words, their neighborhoods were less diverse.

Neighbors' Interest in Neighborhood Problems

Understandably the individual level of interest in neighborhood problems varies. This part of the report examines survey respondent perceptions of their neighbors' interest in problems. These perceptions likely affect how the individual approaches neighborhood issues and problems. (See Omaha Conditions Survey: 1993 Metro Sample report on *Citizens Look at the Best and Worst of the Omaha Area* for a discussion of what these problems are in the neighborhoods.) In addition, the level of interest in problems by area residents likely contributes to the overall vitality of the neighborhood. It is expected that people residing in more vital neighborhoods take a greater interest in addressing problems.

The survey asked respondents to rate the level of interest of residents in neighborhood problems. Less than fifty percent (47.6 percent) said that most of the neighbors are very much interested in neighborhood problems. Just over forty percent (42.3 percent) said that neighbors were somewhat interested, while only 10.2 percent said that neighbors were not interested at all. Most of the respondents, then, said that their neighbors take at least some interest in neighborhood problems.

Perceptions of neighbors' interest in neighborhood problems likely differs for various groups in the Omaha sample. When the various subgroups used throughout this report are examined separately, however, only for the subgroup of homeownership is there a significant difference. More than 16 percent of the renters said that neighbors were not interested at all with neighborhood problems, while only about 7 percent of the homeowners said the same thing. There were little differences among the other population subgroups.

Neighborhoods and Change

Neighborhoods change because of the effects of a number of complex economic, social, and political forces. Change is inevitable, but neighborhoods do not transform at the same rate or in the same manner. Many Omaha neighborhoods are quite stable, others are changing. Some Omaha neighborhoods have experienced dramatic changes in the past few years. It is important to look at perceptions of neighborhood change.

The *1993 Omaha Master Plan* addresses neighborhood change. A number of business, housing, and economic development strategies to "create healthy and diverse" neighborhoods are included in the Plan (p. 11). Neighborhoods were classified in the Plan according to the need for change. Demographic factors like income, employment, and housing were evaluated to determine if a neighborhood needed redevelopment, revitalization, or stabilization and growth management (p. 31).

This section of the report examines the attitudes of survey respondents toward neighborhood change. In addition to looking at demographic factors, it is also important for planners to consider the residents' perceptions and expectations of change when evaluating neighborhood revitalization needs.

Perceptions of Neighborhood Stability and Change

The Omaha Conditions Survey: 1993 Metro Sample asked respondents if they thought their neighborhood would remain as it is, or would it change in some ways. This question probes perceptions of neighborhood stability. There is almost an even split among the respondents. Just over half (52.7 percent) said that their neighborhood would remain the same. Over forty-seven percent (47.3 percent) said that there would be change.

The question of neighborhood stability elicited generally strong responses. Very few of the respondents did not have an opinion regarding neighborhood change. Only 2.0 percent of all the Douglas and Sarpy county respondents

did not know or refused to answer the question.

Perceptions of neighborhood stability varied by different groups included in the Omaha metro sample. The survey indicated that higher percentages of black or renter respondents expected the neighborhoods to change in some manner in the future. Their neighborhoods were expected to be less stable.

Expectations of Neighborhood Change

Of the 47.3 percent in the survey who expected neighborhood change, most had opinions of what would happen next. The follow-up question to neighborhood stability was open-ended. Respondents' answers were grouped into similar sets of categories, as shown in table 4. Of those who anticipated change in their neighborhood, 45.1 percent said that the neighborhood would improve. Many (17.5 percent) said that these improvements would be in terms of neighborhood quality, like better

housing or just getting better. Others (27.6 percent) said that there would be quantitative improvements in the area, like more people moving in or more development in general. Looking at all the survey respondents, 21.3 percent indicated that their neighborhoods would improve in the future.

Nearly one-fourth of those respondents predicting change said that their neighborhood would decline. Most of those (22.4 percent) said decline would occur because of general physical deterioration of the neighborhood. The others said decline would happen because people were moving out of the neighborhood.

However, general neighborhood decline was not an issue for the vast majority of the respondents in the survey. Overall, only 11.7 percent of the respondents who answered the question regarding change indicated that they expected neighborhood decline to occur.

Survey responses indicating neighborhood decline differ across various groups in the sample. When different population subgroups in the metro sample are examined separately, a higher percentage of survey respondents who were black, living east of 72nd St., had family incomes less than \$30,000 per year, or were renters expected their neighborhoods to decline (see table 5). Of the subgroups examined, the least difference in expectation of neighborhood change was for the category of homeowner status.

Many in the survey, however, could not elaborate on neighborhood change. Almost one-third of the respondents anticipating some change were not sure of the impact. Some respondents merely

said that the neighborhood would be different. For example, they said that it would be more diverse, have older residents, have younger residents, or just be different because some people would move in while others would move out. Other respondents (6.3 percent) just did not know how the neighborhood would change. In other words, neighborhood change was anticipated by many of the survey respondents, but its effect was at this time unknown.

Summary

This report used information from the Omaha Conditions Survey: 1993 Metro Sample to examine the role of neighborhoods in the lives of Omahans. This was done by focusing on the perceptions of Omahans regarding neighborhood connections, neighborhoods and housing, neighbors, and neighborhood change.

Several key findings summarize the report:

- Most people, when given the option, identify their place of residence in a neighborhood.
- While there is some evidence of historic family linkages to a neighborhood or part of town (especially among Blacks and those who live east of 72nd St.), only a small portion of Omahans have an extensive network of friends in the neighborhood.
- Neighborhood considerations are the most important factors when considering a house. The attractive-

Table 4 Expectations of Neighborhood Change of Those Who Anticipate Change

Nature of Change	Percent
Improve	
Quality:	
Get better	10.2
Better housing	7.3
Subtotal	17.5
Quantity:	
More move in	7.0
More development	20.6
Subtotal	27.6
Total	45.1
Decline	
Will deteriorate	22.4
More move out	2.3
Total	24.7
Not sure of effect	
Mix of people will change:	
More diverse	6.7
Older	2.9
Younger	8.4
Move in/move out	5.8
Subtotal	23.8
Don't know/other	6.3
Total	30.1
Total	100.0*

*Total does not add to 100.0 percent due to rounding.

Table 5. Expectations of Neighborhood Change by Population Subgroup*

Nature of Change	Race		Location		Family Income		Homeownership Status	
	Black (percent)	White (percent)	East of 72nd St. (percent)	West of 72nd St. (percent)	Less Than \$30,000 (percent)	\$30,000 or More (percent)	Renters (percent)	Owners (percent)
Improve	36.7	45.4	31.9	59.6	39.5	47.8	50.0	42.1
Decline	43.3	23.4	35.7	12.4	30.6	21.5	28.3	21.9
Not sure	20.0	31.2	32.4	27.9	29.9	30.8	21.7	35.9
Total†	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

*Only of those respondents who expect change.

†Totals may not add to 100.0 percent due to rounding.

ness of the area and its proximity to amenities are critical aspects of neighborhood choice for a home.

- Both the neighborhood and the house are important considerations in choosing a place to live. Respondents indicated that a number of neighborhoods were considered when shopping for a house. Neighborhoods in other parts of town were also often considered. Blacks tend to look in more neighborhoods for homes.
- Respondents liked the perceived differences (or similarities) of their neighbors. They liked the current mix of people in their neighborhoods.
- Only a minority (but a relatively large percentage) of the respondents said that they live in a diverse neighborhood. Less than 40 percent (39.1) indicated that their neighbors are different, and

less than 25 percent (22.8) said that the people who live around them have large differences in education. Blacks, people living east of 72nd St. and renters said they live in diverse neighborhoods.

- Most people are perceived to take an interest in neighborhood problems. Neighborhood issues and concerns are important to most Omahans. Only renters said that many of their neighbors had little or no interest in the neighborhood.
- Higher percentages of Blacks and renters expected their neighborhood to change.
- Of all of the valid Douglas and Sarpy county responses, nearly twice as many said that the neighborhood would improve as opposed to those who said it would deteriorate (21.3 percent vs. 11.7 percent).

- Of those who expected their neighborhood to decline in the future, a high percentage of the respondents were black or lived east of 72nd Street.

Endnote

1. This analysis reports differences in responses across various population subgroups. Comparisons across racial/ethnic groups report differences between Whites and Blacks. Other racial/ethnic groups were included in the survey and are reported in metropolitan totals. However, the number of respondents in each of these groups was too small for separate analysis.

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- Palen, J. John. 1992. *The Urban World*. New York: McGraw-Hill.

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A list of Omaha Conditions Survey: 1993 report topics appears in the next column on this page.

Write or call the Center for Public Affairs Research, Peter Kiewit Conference Center, University of Nebraska at Omaha, Omaha, Nebraska 68182; (402) 595-2311 for reports on the following topics from the 1993 survey:

Survey Methodology

Metropolitan Sample

- Outlook on the Future, Quality of Life, and Local Leadership
- Citizens Look at the Best and Worst of the Omaha Area
- The Movement of Homeowners Within Douglas County
- Labor Force Profile
- Citizen Evaluation of Services, Facilities, and Programs
- Attitudes and Experiences in Omaha Neighborhoods

North Omaha Sample

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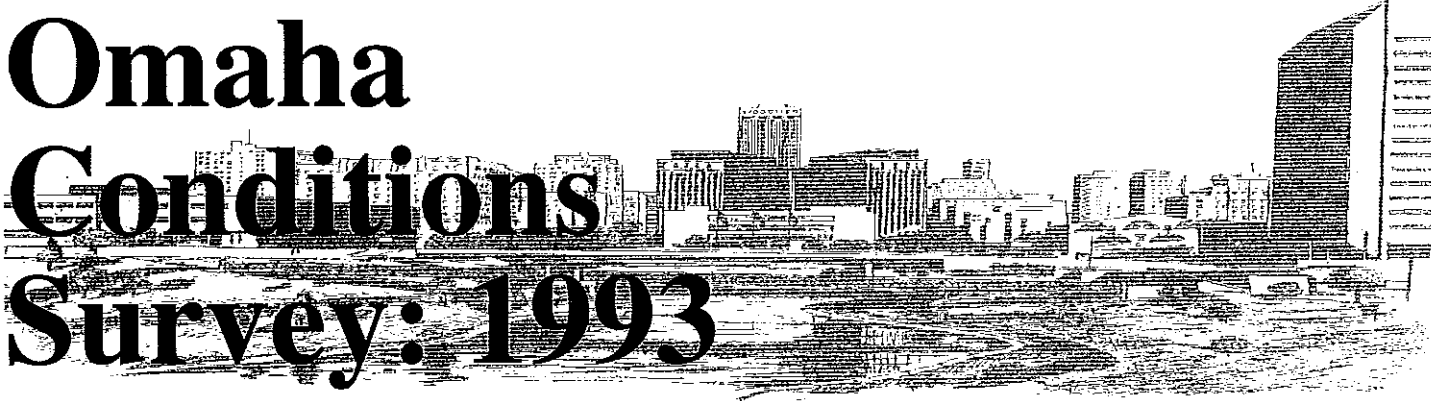
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University of
Nebraska at
Omaha

Omaha Conditions Survey: 1993



Citizen Evaluation of Services, Facilities, and Programs

by
Alice Schumaker
Center for Public Affairs Research

The Omaha Conditions Survey: 1993 Metro Sample assessed Omaha area residents' views of local services and facilities. The survey included questions about services in public safety (police protection, fire protection, emergency rescue) and daily needs (garbage collection and shopping facilities). Also included were questions on transportation (public transportation, smoothness of streets and

roads, and traffic flow) and leisure time (parks and playgrounds and recreation programs and activities).

This report summarizes citizen feedback regarding selected services, facilities, and programs in the Omaha area. Differences in satisfaction are examined across respondent characteristics of age, income, education, race,¹ sex, and marital status. Maps portray variations in serv-

ices evaluations across geographic areas. A reference map on page 6 contains a list of the zip codes for each of the 12 survey analysis areas. The reference map also provides information on the number of respondents for each of the areas, as well as the location of major streets and county boundaries. See the report, *Survey Methodology*, for a detailed discussion of how the Omaha Conditions Survey: 1993 Metro Sample was conducted.

Key Findings

- Omaha area residents gave positive ratings to the following categories of services: public safety (92.5 percent), daily needs (88.9 percent), and leisure time (72.0 percent).
- Police protection was judged less positively than other public safety services. Dissatisfaction was highest among respondents who were single, black, had household income under \$30,000, between the ages of 34 and 65, and living in the eastern-most areas of Douglas County and in Cass County.
- Streets and transportation received the lowest ratings (40.6 percent dissatisfied) of any category of services.
- Almost two-thirds of the respondents (63.5 percent) said they were dissatisfied with the smoothness of streets; 39.0 percent were dissatisfied with the traffic flow.
- Almost one-third (32.4 percent) said they were satisfied with public transportation, but that it was unimportant.
- In general, black, younger respondents and those living east of 72nd Street reported lower levels of satisfaction with all services, facilities, and programs.

The Value of Citizen Feedback

Citizen evaluation of services is an important part of any effort to better understand public services. It provides a consumer perspective of services for which the consumer often has no alternative choices. In most cases, surveying citizens is the only way this information can be obtained.

If collected properly, this information can be far more representative of community feelings than complaint data. It is also more reliable than personal observations by government employees and elected officials who hear mainly from dissatisfied persons or those representing special interests. Surveys tap the opinions of both those satisfied and those dissatisfied. The satisfied persons are especially important because research

indicates that only about 20 percent of residents will contact their local government officials for any reason.

Greater Omaha Area Citizen Evaluation of Services

Citizen evaluation of services have several limitations. One major limitation is that different client groups may have varied expectations of a given service. Thus, two groups may rate the same service differently even though they received identical treatment. A second consideration is that not all services are used by each citizen. A third is that citizens often differ in the importance they attach to a given service. As a result, service satisfaction information can be misleading if information on the importance or priority of the service to the consumer is not included.

Measuring Service Satisfaction

The Omaha Conditions Survey:1993 Metro Sample asked respondents to indicate their level of satisfaction with various services, facilities, and programs, and the degree of importance of each. For the ten items, each person was first asked "How important is [each item] to you?" Response choices were "very important," "somewhat important," "slightly important," and "not important."

Next, each respondent was asked "How satisfied are you with [each item] at the present time?" Response categories for this question were "very satisfied," "somewhat satisfied," "somewhat dissatisfied," and "very dissatisfied."

Responses were charted on a 16-cell table divided into four major quadrants (see figure 1). Each response was located in one of the four cells—A, B, C, or D—according to the satisfaction/dissatisfaction and importance/unimportance levels reported by each respondent.

As figure 1 shows, Cell A contains responses indicating satisfaction with a service that is not important to the respondent. Cell B contains responses indicating satisfaction with an important service. Cell C shows dissatisfaction with an unimportant service; and Cell D indi-

cates dissatisfaction with an important service.

The classification in figure 1 reduces a complex set of citizen-based evaluations into a limited number of fields. This portrays major differences in citizen assessment of services. Responses that fall in Cell B (which shows satisfaction with important services) can provide a broad view of how well a particular service, facility, or program is performing. Cell D (showing respondents dissatisfaction with services important to them), on the other hand, can be seen as a "red flag." If not addressed, such dissatisfaction could produce a backlash. Cells A and C demonstrate the extent to which respondents attach little importance to a service. This report deals mainly with Cell B (satisfied and important) and Cell D (dissatisfied and important). In a few cases, the report emphasizes the lack of importance placed upon services by respondents.

Service, Facility, and Program Ratings

Table 1 presents the percentage of responses in each of the four rating categories for all 10 services. For comparison, responses from the Omaha Conditions Survey:1990 are also included in table 1.

Looking first at Cell B, which contains responses indicating satisfaction with a service that is important, one sees that fire protection is rated highest at 97.4 percent. Smoothness of streets and roads is rated lowest at 34.7 percent.

Emergency rescue services is the only other item with a response rate higher than 90 percent in Cell B (95.0 percent). Three items have between 80 and 89.9 percent of responses in Cell B: police protection (85.2 percent), garbage collection (88.3 percent), and shopping facilities for daily needs (89.4 percent).

A high percentage of responses in Cell D marks an item as a potential "red flag" because placement here indicates dissatisfaction with an important service. Items with more than 25 percent of responses in this category are: smoothness of streets and roads (63.5 percent) and traffic flow (39.0 percent).

Public Safety

The three services in the public safety category rated among the most satisfactory (92.5 percent category average in Cell B) of the 10 items in table 1. As might be expected, services in this category are seen as important by almost all of those responding.

Police protection was judged somewhat less positively than fire protection

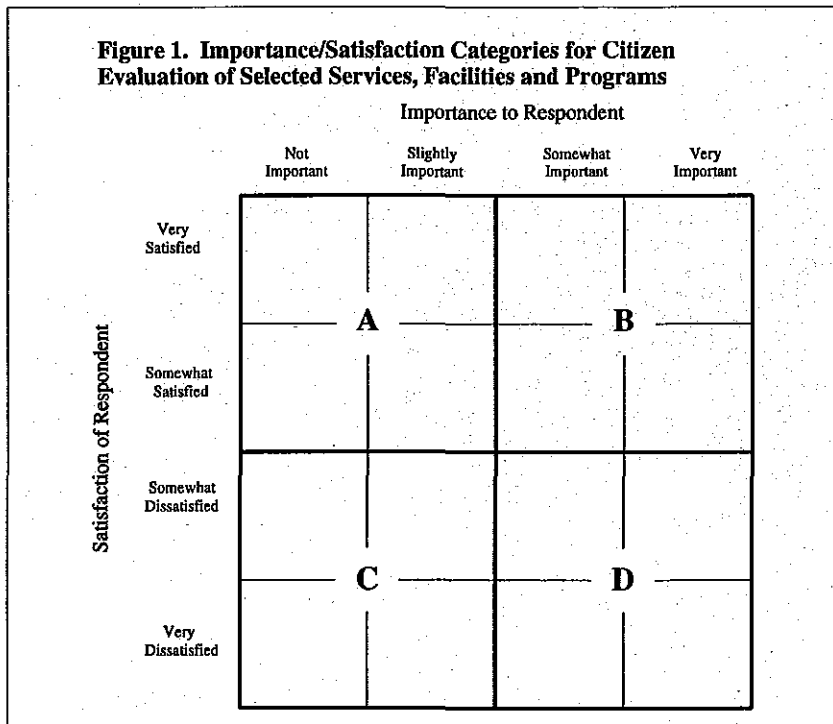


Table 1. Satisfaction and Importance Ratings for Selected Services, Facilities, and Programs

Service/Facility/Program	Percentage of Responses in Category*							
	A (Satisfied, Unimportant)		B (Satisfied, Important)		C (Dissatisfied Unimportant)		D (Dissatisfied, Important)	
	1993	1990	1993	1990	1993	1990	1993	1990
Public Safety:								
Police protection (N=792; 761) [†]	1.6	2.5	85.2	84.6	0.8	1.6	12.4	11.3
Fire protection (N=777; 755)	1.0	1.6	97.4	94.8	0.0	0.3	1.5	3.3
Emergency rescue service (N=747; 726)	0.7	1.2	95.0	95.3	0.0	0.4	4.3	3.0
Category average	1.1	1.8	92.5	91.6	0.3	0.8	6.1	5.9
Streets/Transportation:								
Public transportation (N=612; 537)	32.4	25.1	43.5	49.2	4.7	8.4	19.4	17.3
Smoothness of streets and roads (N=795; 603)	1.5	1.3	34.7	40.3	0.3	1.8	63.5	56.6
Traffic flow (N=783; 643)	7.3	2.1	53.5	63.2	0.3	1.4	39.0	33.2
Category average	13.7	9.5	43.9	50.9	1.8	3.9	40.6	35.7
Daily Needs and Services:								
Garbage collection (N=783; 737)	3.1	4.7	88.3	88.9	0.3	0.5	8.4	5.8
Shopping facilities for daily needs (N=781; 774)	4.5	1.7	89.4	93.8	0.1	0.5	6.0	4.0
Category average	3.8	3.2	88.9	91.4	0.2	0.5	7.2	4.9
Leisure Time:								
Parks and playgrounds (N=762; 737)	11.0	6.2	75.9	79.6	0.4	0.9	12.7	13.2
Recreation programs and activities (N=753; 726)	13.0	7.6	68.1	76.6	0.4	1.9	18.5	13.9
Category average	12.0	6.9	72.0	78.1	0.4	1.4	15.6	13.6

*A: Respondents were somewhat or very satisfied with services that were slightly or not important to them. B: Respondents were somewhat or very satisfied with services that were somewhat or very important to them. C: Respondents were somewhat or very dissatisfied with services that were slightly or not important to them. D: Respondents were somewhat or very dissatisfied with services that were somewhat or very important to them.

[†]N= number of respondents to the question; second number listed is the N from 1990 survey

Source: Omaha Conditions Survey: 1993 Metro Sample, Center for Public Affairs Research, University of Nebraska at Omaha

and emergency rescue services; a finding similar to the Omaha Conditions Survey: 1990 and national studies. Roughly 1 in 10 respondents (12.4 percent) said police protection was important to them, but that they were dissatisfied with it. Map 1 shows areas where responses were above and below the metropolitan average for Cell D. Table 2 displays the actual proportion of responses in Cell D for each of the 12 study areas. As the map and table 2 show, dissatisfaction was highest in the eastern-most areas of Douglas County; and in Cass County.

Statistically significant differences were found across age, marital status, income, and race groups for police protection. Single persons (including divorced or separated), black persons, respondents aged 35 to 64, and persons with household incomes of less than \$30,000 a year were more likely to give low ratings (Cell D) to the police. Blacks were twice as likely to give low ratings to police than were Whites (26.5 percent versus 11.5 percent). However, there was an 8.0 percentage point decrease in the percentage of responses by Blacks in

Cell D when figures are compared to the Omaha Conditions Survey:1990 Metro Sample (34.5 percent).

Streets and Transportation

As is often the case in general citizen surveys, streets and transportation received the lowest overall ratings. For the three services in this category, 43.9 percent of respondents indicated they were satisfied and the services were important. Over forty percent (40.6 percent) said they were dissatisfied and that the services were important to them. This indicates an increase of 4.9 percentage points in the percentage of respondents in Cell D from the Omaha Conditions Survey:1990 for this category.

Public Transportation. Public transportation has the smallest percentage of responses in Cell D (19.4 percent) in this category. This is due to over one-third of respondents (37.1 percent) indicating that public transportation was not important to them. However, white respondents (34.3 percent) were about two and one-half times more likely than Blacks (14.0

percent) to express satisfaction with public transportation but not its importance (Cell A). Blacks (65.1 percent) were more likely to be satisfied and to acknowledge public transportation's importance than were Whites (41.6 percent.) Respondents with annual household incomes of less than \$20,000 were more likely to express satisfaction with and importance of the service, than those with incomes over \$20,000.

Map 2 shows the geographic areas where responses in Cell D were higher or lower than the metropolitan average. Areas A, B, K, L currently have little access to public transportation, therefore those responses may have been reflective more of the lack of service than the quality of current service.

Smoothness of Streets and Roads. Almost two-thirds of survey respondents who said it was important (63.5 percent) gave low ratings to the smoothness of streets. This is a 6.9 percentage point increase from the 1990 survey in the portion of dissatisfied respondents. Map 3 shows areas where the percentage of Cell D responses was above or below the

metropolitan average (see table 2 for exact proportions). Two areas west of 72nd Street (B and F) and three areas east of 72nd Street (H, I, and K) in Douglas and Sarpy counties were above the metropolitan average for dissatisfaction with street smoothness.

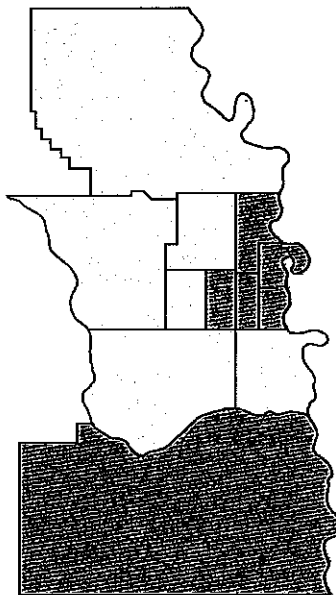
Younger (especially those 18 to 34) single (never been married) adults were more likely to rate the smoothness of streets lower than other age or marital status groups. No other demographic indicators were of statistical significance.

Traffic Flow. Traffic flow rated higher than the smoothness of streets with 39.0 percent of respondents in Cell D. This compares to 33.2 percent of respondents in Cell D in the 1990 survey. Younger, white, single adults with higher education were more likely to express dissatisfaction with traffic flow than were other groups. Map 4 shows areas where the percentage of respondents was higher and lower than the metropolitan average.

Daily Needs and Services

The only statistically significant difference in ratings of garbage collection was according to age. Respondents 65 or older were more likely to express satisfaction with the service and to attach importance to it. Significant differences in daily shopping facilities were found only in income levels. Those respondents with annual household incomes of \$20,000 to \$29,999 were more likely to be dissatisfied with shopping facilities.

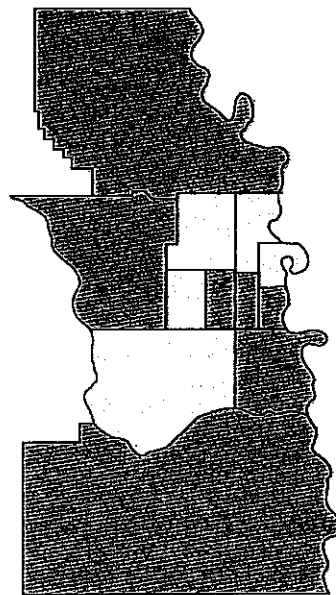
Map 1. Percentage of Respondents Dissatisfied with Police Protection*



Legend:
 □ Below metropolitan average
 ■ Above metropolitan average

*Respondents reporting they were dissatisfied with the service and that it was important to them.

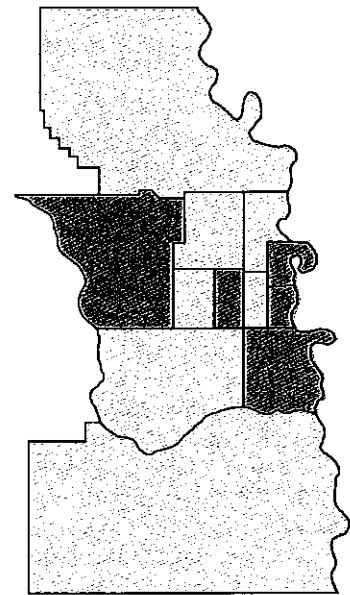
Map 2. Percentage of Respondents Dissatisfied with Public Transportation*



Legend:
 □ Below metropolitan average
 ■ Above metropolitan average

*Respondents reporting they were dissatisfied with the service and that it was important to them.

Map 3. Percentage of Respondents Dissatisfied with Smoothness of Streets and Roads*



Legend:
 □ Below metropolitan average
 ■ Above metropolitan average

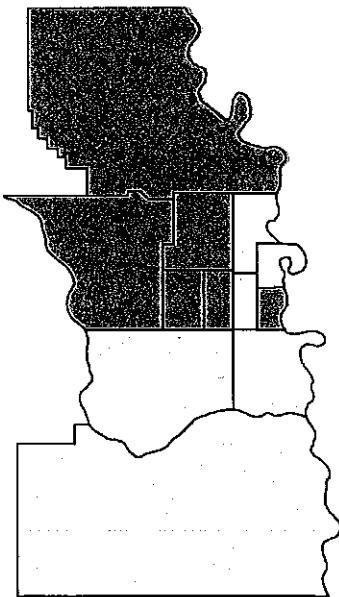
*Respondents reporting they were dissatisfied with the service and that it was important to them.

Table 2. Percentage of Respondents Dissatisfied* with Five Selected Services by Area†

Service	A	B	C	D	E	F	G	H	I	J	K	L	Metro Average
Police protection	3.1	5.0	6.3	16.5	12.2	16.9	14.3	21.1	16.1	9.8	6.1	20.7	12.4
Public transportation	33.3	35.7	15.1	18.1	15.6	22.4	20.7	9.6	22.9	17.9	22.2	28.6	19.4
Smoothness of streets/roads	46.4	65.0	61.8	61.8	61.8	65.0	60.0	74.6	73.2	55.8	67.7	60.0	63.5
Traffic flow	46.4	42.5	40.9	35.7	50.6	60.0	31.9	17.5	39.3	33.3	35.7	31.0	39.0
Recreation programs/activities	3.6	19.4	18.5	28.7	14.8	22.4	16.7	37.0	15.4	4.0	13.5	16.7	18.5

* Respondents reporting they were dissatisfied with the service and that it was important to them.
 † See map on page 6 for location of areas.

Map 4. Percentage of Respondents Dissatisfied with Traffic Flow*

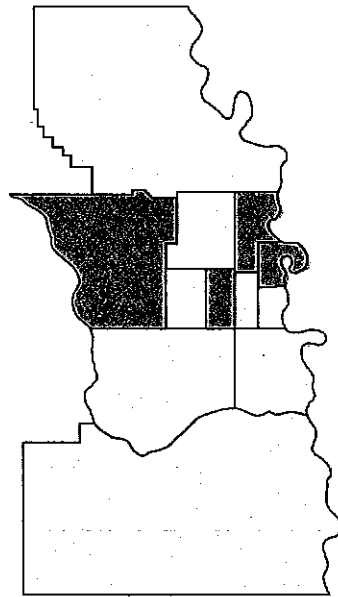


Legend:

- Below metropolitan average
- Above metropolitan average

*Respondents reporting they were dissatisfied with the service and that it was important to them.

Map 5. Percentage of Respondents Dissatisfied with Recreation Activities and Programs*



Legend:

- Below metropolitan average
- Above metropolitan average

*Respondents reporting they were dissatisfied with the service and that it was important to them.

Leisure Time Facilities and Activities

Almost three-fourths (72.0 percent) of respondents were satisfied with and felt the importance of the leisure time category, which included parks and playgrounds and recreation programs and activities. Parks and playgrounds had a smaller percentage of respondents in Cell D (12.7 percent) than did recreation programs and activities (18.5 percent). Over 1 in 10 respondents were satisfied with, but did not place importance on parks and playgrounds (11.0 percent) and recreation programs and activities (13.0 percent) (Cell A).

For parks and playgrounds, no statistically significant differences in ratings were found across age, income, education, marital status, or sex groups. The only exception was race, where black respondents were three times more likely (33.3 percent) to be dissatisfied with parks and playgrounds and to think them important than were white respondents (10.9 percent).

For recreation programs and activities, statistically significant differences in ratings were found across age, race, education, and marital status groups. Young, black, single adults ages 18 to 34 were more likely to be dissatisfied than other groups. Black respondents were almost three times more likely to say they were dissatisfied and to think recreation is

important than were white respondents. Almost 20 percent of respondents with less than a high school diploma said that they were satisfied with recreation programs and activities but that they were not important. Map 5 shows areas of the metropolitan area with ratings above and below the metropolitan average for recreation programs and activities. Areas B, D, F and H were found to have a higher percentage of responses in Cell D than other areas.

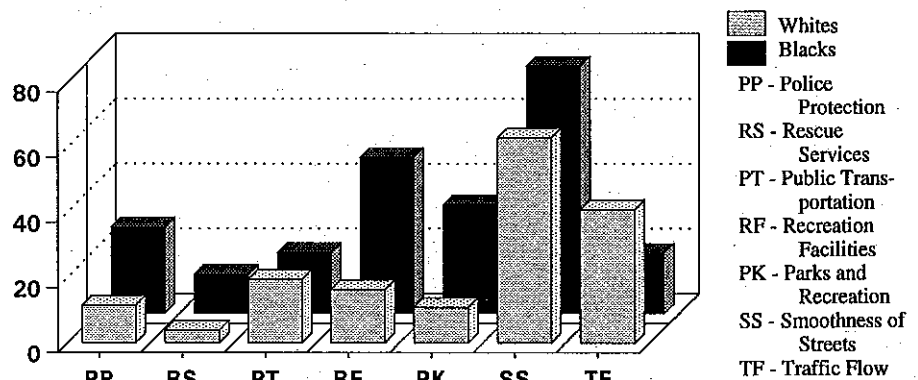
Summary

Overall, residents of the Omaha area gave high marks to the selected services, programs, and facilities profiled in this report. Among the 10 items examined, the highest ratings went to services that meet public safety and daily needs. As is often found in other communities, smoothness of streets received the lowest evaluations, as measured by the proportion of responses in Cell D.

The proportion of respondents who said they were dissatisfied with a service that was important to them was characterized as a potential "red flag" worthy of additional assessment. If a threshold of 10 percent in Cell D is used as a guide, then 6 of the 10 services are candidates for further assessment. If a threshold of 20 percent is used, the list would include 2 services — smoothness of streets and traffic flow.

While community leaders will ultimately have to decide what threshold is used, it is clear that some services in the Omaha area need to be examined in light of these community ratings.

Figure 2. Percentage of Respondents Dissatisfied with Selected Services by Race*



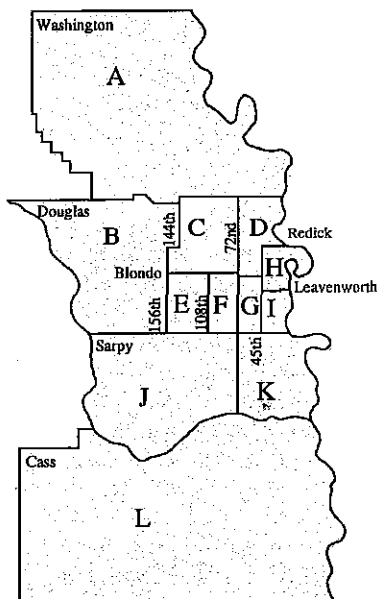
*Reporting dissatisfaction with service that was important to respondent.

In conclusion, the higher levels of dissatisfaction in certain geographical areas—particularly those east of 72nd Street in Douglas County — and the lower ratings given to certain services by Blacks and young respondents warrant attention. In particular, the service evaluations profiled in this report need to be supplemented with objective information on the delivery of services.

Endnote

1. This analysis reports differences in responses across various population sub-groups. Comparisons across racial/ethnic groups report differences between Whites and Blacks. Other racial/ethnic groups were included in the survey and are reported in metropolitan totals. However, the number of respondents in each of these groups was too small for separate analysis.

Reference Map Showing Geographic Distribution of the Metro Sample



Area	Number of Respondents	Zip Code
A	28	68002, 68008, 68023, 68029, 68034, 68068
B	40	68007, 68022, 68064, 68069, 68116, 68118, 68130, 68135
C	113	68122, 68134, 68142, 68164
D	103	68104, 68112, 68152
E	90	68010, 68137, 68144, 68154
F	60	68114, 68124, 68127
G	71	68106, 68117, 68132
H	59	68102, 68110, 68111, 68131
I	56	68105, 68107, 68108
J	53	68028, 68046, 68059, 68128, 68136, 68138
K	99	68005, 68113, 68123, 68133, 68147, 68157
L	30	68037, 68048, 68304, 68307, 68347, 68349, 68366, 68407, 68409, 68413, 68455, 68463

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- The best and worst of the Omaha area
- Trends in the movement of Omaha area homeowners
- Labor and employment experiences
- Opinions about regional growth and development
- Ratings of services and facilities
- Attitudes and experiences in neighborhoods

North Omaha Sample

- Shopping and spending patterns
- Labor, employment, and training experiences

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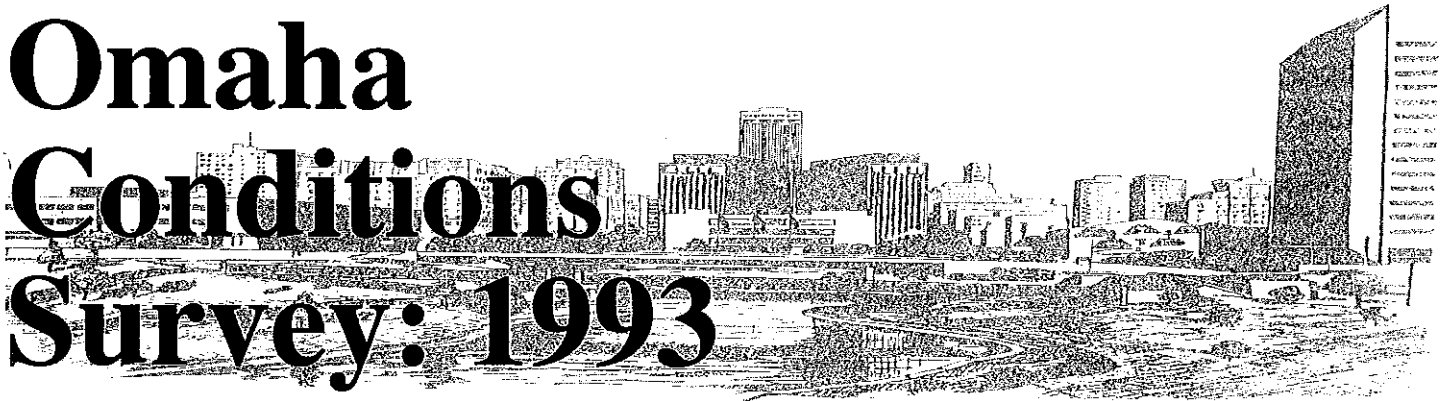
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- Jamison Lucchino, Graduate Project Assistant
- Deborah O'Malley, Graduate Project Assistant



Omaha Conditions Survey: 1993



Outlook on the Future, Quality of Life, and Local Leadership

by

Alice Schumaker, Research Associate
Center for Public Affairs Research

Key Findings

- Over 9 out of 10 (90.5 percent) respondents agreed that the Omaha area's future looks bright and 85.6 percent agreed the area is an ideal place to live.
- When asked to give more specific opinions, 22.8 percent agreed that the area is good enough as it is without change; 47.9 percent agreed that most residents are satisfied with things as they are; 75.7 percent agreed that the area has good governmental leaders; 88.7 percent agreed that the area has good corporate leadership.
- Respondents who are black, who have lower household incomes, and who have lower levels of education are generally less optimistic about the Omaha area.
- Respondents east of 72nd Street were less likely than residents of other areas to say the Omaha area's future is bright (84.4 percent). City of Omaha respondents were less likely to agree (88.8 percent) than those from the rest of the metropolitan area (93.2 percent).
- Most respondents disagreed (77.1 percent) that the area is good enough without any changes. Those living east of 72nd Street were the most likely to strongly disagree (11.9 percent) with the statement that no changes were needed.
- Although a large majority of the metropolitan sample agreed that the area's governmental leaders were good, support varied by geographic area. Those respondents living in the balance of Douglas County* had the highest agreement (84.8 percent) that governmental leaders are good, with Sarpy County next (80.5 percent). Those least likely to agree that governmental leadership is good were respondents living east of 72nd Street. Almost one-third (31.3 percent) of these respondents disagreed that the area has good governmental leaders. Respondents from the City of Omaha were less likely to agree that Omaha has good governmental leaders (72.2 percent) than those from the remainder of the metropolitan area (81.7 percent).

*Douglas County area outside of the city limits of Omaha.

Continued on back cover.

The Omaha Conditions Survey: 1993 Metro Sample asked respondents to indicate their levels of agreement with a series of statements about the Omaha area's outlook for the future, satisfaction level with the way things are or the need to change them, and governmental and corporate leadership. In addition, they were asked whether they agreed that the Omaha area is an ideal place to live and whether younger residents tend to stay here after completing high school.

This report profiles perceptions of these facets of life in the greater Omaha area. In addition to summary information for all 802 respondents contained in the metropolitan sample, differences in opinions across population subgroups and geographic areas within the four-county study area are reported. A comparison with results from the 1990 survey on the outlook on the future, quality of life, and local leadership questions are also presented.

The metropolitan sample represents adults in the Nebraska portion of the Omaha Metropolitan Statistical Area (Cass, Douglas, Sarpy, and Washington, counties). For complete details on the sample and respondent characteristics, see the separate report, *Survey Methodology* (the complete list of Omaha Conditions Survey: 1993 report topics is on the back cover).

Outlook on the Future

To develop information about views of the Omaha area's quality of life, respondents were read several different statements. Each person was asked whether he or she strongly agreed, agreed, disagreed, or strongly disagreed with each statement.

As table 1 shows, 90.5 percent of the respondents said they either strongly agreed or agreed that the future looks bright for the Omaha area.

Table 1. Responses to the Statement, "The Omaha area's future looks bright."

	Number	Percent
Strongly agree	130	16.4
Agree	588	74.1
Disagree	67	8.4
Strongly disagree	8	1.0
Total	793	100.0*

*Percentages do not add to 100 due to rounding.

No significant differences in outlook for the Omaha area's future were found in gender, age, or marital status categories. Race¹ and education were, however, found to be related to outlook on the future. Among black respondents, 73.5 percent felt the Omaha area's future looks bright, while 91.6 percent of white respondents did.

The higher a person's education, the more likely he or she was to agree that the area's future looks bright. For example, 95.6 percent of respondents with college degrees or higher felt the area's future was bright, while 80.0 percent of those with less than a high school diploma felt so.

Omaha as a Place to Live

Table 2 shows the number and percentage of respondents agreeing that the Omaha area is an ideal place to live. The proportion responding affirmatively is just slightly lower (85.6 percent) than was found for outlook for the future of the area (90.5 percent).

No statistically significant differences were found in various subgroups' responses to this statement. Most respondents thus feel that the Omaha

Table 2. Responses to the Statement, "The Omaha area is an ideal place to live."

	Number	Percent
Strongly agree	123	15.5
Agree	558	70.1
Disagree	104	13.1
Strongly disagree	11	1.4
Total	796	100.0*

*Percentages do not add to 100 due to rounding.

area is a high-quality place to live with a bright future.

The Need for Change

To assess attitudes toward change and the need for change in the Omaha area, each person was asked to indicate his or her agreement or lack of agreement with two statements. One addressed the perceived satisfaction of Omaha area residents with their community. The second sought to find whether respondents felt the area is good enough as it is without change.

Table 3 provides information on the number and percentage of respondents agreeing or disagreeing that most residents are satisfied with things as they are in the Omaha area. As the table shows, 47.9 percent either agreed or strongly agreed with the statement. To put it simply, fewer than one-half of those responding feel Omaha area residents are satisfied with things as they are.

Table 4 also reports on a more direct measure of Omaha area residents' attitudes toward change. When asked whether they agreed the Omaha area is good enough as it is without change, only 22.8 percent agreed or strongly agreed. This latter measure seems to

Table 3. Responses to the Statement, "Most residents of the Omaha area are satisfied with things as they are."

	Number	Percent
Strongly agree	17	2.3
Agree	342	45.6
Disagree	357	47.6
Strongly disagree	34	4.5
Total	750	100.0

Table 4. Responses to the Statement, "The Omaha area is good enough as it is without trying to change it."

	Number	Percent
Strongly agree	10	1.3
Agree	167	21.5
Disagree	524	67.6
Strongly disagree	74	9.5
Total	775	100.0*

*Percentages do not add to 100 due to rounding.

indicate that most area respondents feel that change is desirable.

It is interesting to note that while respondents say the Omaha area is an ideal place to live and that the future looks bright, majority support is not given to statements that the area is good enough as it is without trying to change it. While several possible explanations exist, it is very likely that residents know and expect that the area must change if the current quality of life is to be maintained. National studies of community attitudes have shown that, even when residents report overall satisfaction with their communities, they typically identify one or more areas for improvement and change. (See the 1993 report *Citizens Look at the Best and Worst of the Omaha Area.*)

Examination of differences across most population subgroups failed to indicate statistically significant variations in perception that the area is good enough as it is without change. The only exception was age. Among respondents aged 35 to 64, 78.8 percent disagreed with the statement and for those 65 and over, 67.9 percent disagreed.

Responses to the statement about residents' satisfaction with things as they are differed across race, income, gender, and education groups. Respondents who were black (74.0 percent), had a high school education or less (53.3 percent), had household incomes of less than \$30,000 a year (58.4 percent), or were female (56.5 percent) were more likely to disagree.

Quality of Leadership

Two statements focused on the quality of governmental and corporate leaders. Summary information presented in table 5 indicates broad approval of the area's

leadership. However, almost one-fourth (24.2 percent) said they disagreed or strongly disagreed with the statement that the Omaha area has good governmental leaders.

For the governmental leadership measure, no statistically significant differences were found across subgroups, with the exception of race and income. Those with household incomes of less than \$30,000 a year were less likely to agree with the statement. Black respondents were also less likely to agree that the area has good governmental leaders. Among Blacks, for example, 54.4 percent agreed or strongly agreed, while 77.4 percent of Whites agreed or strongly agreed.

Respondents were also asked to indicate their agreement or disagreement with a statement that the Omaha area has good corporate leaders. Table 5 also summarizes information for this question and shows that almost nine out of ten respondents said they agreed or strongly agreed with the statement. This is a somewhat better rating than for governmental leaders. As was the case for governmental leadership, black respondents were much less likely to agree that the Omaha area has good corporate leadership.

Table 5. Responses to the Statement, "The Omaha area has good governmental leaders."

	Number	Percent
Strongly agree	29	3.9
Agree	530	71.8
Disagree	159	21.5
Strongly disagree	20	2.7
Total	738	100.0*

*Percentages do not add to 100 due to rounding.

Responses to the Statement, "The Omaha area has good corporate leaders."

	Number	Percent
Strongly agree	81	11.1
Agree	568	77.6
Disagree	72	9.8
Strongly disagree	11	1.5
Total	732	100.0

Retention of Younger Residents After High School

Respondents were asked if the Omaha area is a place where younger residents remain after high school. Table 6 shows that over 65 percent agreed or strongly agreed with the statement. No statistically significant differences were found across subgroups, except for race. Two of five Blacks (40.4 percent) agreed or strongly agreed that younger residents remain after high school, while 66.8 percent of Whites agreed or strongly agreed.

Table 6. Responses to the Statement, "Younger residents of the Omaha area tend to stay here after completing high school."

	Number	Percent
Strongly agree	29	4.4
Agree	397	60.7
Disagree	216	33.0
Strongly disagree	12	1.8
Total	654	100.0*

*Percentages do not add to 100 due to rounding.

Comparison with 1990 Results

Table 7 compares results of the 1990 and 1993 Omaha Conditions Survey. Three areas show significant change from 1990 to 1993: younger residents staying after high school, need for change in the Omaha area, and approval of corporate leadership.

Over seven percent more respondents in 1993 than in 1990 agreed that younger residents stay here after high school (7.4 percent). A higher percentage of respondents in 1993 agreed that the Omaha area is good enough without trying to change it (5.8 percent increase). Those who agreed that the Omaha area has good corporate leadership also increased (3.9 percent) in 1993. Although these changes may not be predictive of future trends, they do show increased optimism from 1990 to 1993.

Endnote

1. This analysis reports differences in responses across various population sub-groups. Comparisons across racial/ethnic groups report differences between Whites and Blacks. Other racial/ethnic groups were included in the survey and are reported in metropolitan totals. However, the number of respondents in each of these groups was too small for separate analysis.

Table 7. Comparison of 1990 and 1993 "Outlook on the Future" Data

Statement About the Omaha Area	Percent agreeing or strongly agreeing with statement		Percent Difference 1990-1993
	1990	1993	
Future looks bright	89.3	90.5	1.2
An ideal place to live	84.9	85.6	0.7
Most residents are satisfied	45.1	47.9	2.8
It is good enough without trying to change it	17.0	22.8	5.8
Has good governmental leaders	77.5	75.7	-1.8
Has good corporate leaders	84.8	88.7	3.9
Younger residents stay here after high school	57.7	65.1	7.4

About the Omaha Conditions Survey

The Omaha Conditions Survey: 1993 is the third in a series of studies conducted by the Center for Public Affairs Research (CPAR) at the University of Nebraska at Omaha. This study is part of CPAR's initiative to monitor and improve the processes operating in Nebraska's urban areas by developing quality information for decision-makers.

This year's survey sampled adults in the Omaha metropolitan area and African-American adults in North Omaha. The metropolitan sample focused on regional development issues along with employment and labor force experiences. The North Omaha sample focused on neighborhood shopping patterns, employment experiences, and job training. In addition, both samples included questions to assess opinions on quality of life as well as demographic features.

A list of Omaha Conditions Survey: 1993 report topics appears on page 4.

Key Findings

(Continued from page 1)

- Respondents from the balance of Douglas County (94.1 percent) and Washington and Cass counties (93.0 percent) were the most likely to agree that the area's corporate leaders were good. Although still high (85.2 percent), respondents east of 72nd Street were the least likely to agree that the area's corporate leadership is good.
- Respondents from the balance of Douglas County (57.2 percent) and from west of 72nd Street (53.5 percent) were the most likely to agree that they are satisfied with things as they are. These two areas also showed the highest agreement that the Omaha area is an ideal place to live (balance of Douglas County, 91.7 percent and west of 72nd Street, 90.4 percent).
- Respondents from the sector east of 72nd Street were far more likely to be dissatisfied with things as they are than other groups (61.6 percent). The next most dissatisfied group was from Washington and Cass counties (54.3 percent).
- Over ninety percent of respondents from the balance of Douglas County (91.7 percent) and west of 72nd Street (90.4 percent) agreed that the area was an ideal place to live. The sectors least likely to consider the area ideal were Sarpy County (83.1 percent) and Washington and Cass counties (71.4 percent).
- When asked whether younger residents of the Omaha area tend to stay here after high school, respondents from the balance of Douglas County (69.7 percent) were the most likely to agree or strongly agree while those from Washington and Cass counties were the least likely to agree (51.2 percent).

Interested in Receiving Additional Reports from the Omaha Conditions Survey: 1993?

Write or call the Center for Public Affairs Research, Peter Kiewit Conference Center, University of Nebraska at Omaha, Omaha, NE 68182; (402) 595-2311 for reports on the following topics from the 1993 survey:

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- The best and worst of the Omaha area
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Omaha Conditions Survey: 1993



Labor Force Profile

by
**E. David Fifer, Research Associate
Center for Public Affairs Research**

Few statistics receive as much attention from as diverse an audience as do labor statistics. Businesses use labor statistics to help make decisions concerning site location and expansion. Governments use them to evaluate the need for and effects of economic development efforts. Schools develop curricula after using labor statistics to project future demand for workers with particular skills. Citizens use labor force data

to help decide what training to take or in what region to look for a job. And nearly everyone uses them as a barometer of an area's economic health.

Primary sources of labor force data include the U.S. Bureau of Labor Statistics, state employment security agencies (in Nebraska, the Nebraska Department of Labor), and the U.S. Bureau of the Census. These agencies regularly publish such data as employment by indus-

try, hours worked, earnings, and unemployment. However, the amount of detail is often limited for smaller geographic areas such as cities. For example, at the local level there is no regular, official source of information about underemployed workers, discouraged workers, multiple job-holders, holders of temporary and part-time jobs, and the characteristics of those individuals.

The absence of detailed, timely labor statistics at the local level can make it difficult for community leaders to fully assess changes in the area's labor market and to develop plans to address needs.

One objective of the Omaha Conditions Survey: 1993 Metro Sample was to help fill the need for current, detailed information about the Omaha area labor market. To do this, the survey included a series of questions about the respondent's job situation. Many of the questions and concepts were patterned after those the federal government uses to measure the national labor force. The findings are intended to supplement the statistics produced elsewhere to present a more complete picture of the Omaha area labor market.

A second objective was to measure any changes in the area labor force over the last three years through comparison with similar data from the Omaha Conditions Survey: 1990.

Key Findings

- A large proportion of all Omaha area adults are in the labor force. The Omaha Conditions Survey: 1993 Metro Sample measured the labor force participation rate at 78.3 percent—about 10 percent higher than the national average.
- While the Omaha area enjoys a low unemployment rate, about 72,000 working adults are underemployed. An estimated 13,200 part-time workers want more hours, and an additional 58,800 feel they are overqualified for their jobs.
- Underemployment tends to be more prevalent among residents of eastern Douglas County than among those living elsewhere in the Omaha area.
- About one in five Omaha area adults is either underemployed, unemployed, or wants a job but has quit looking. This represents about 84,500 persons who are in some form underutilized in the local labor market.
- Of the estimated 317,500 adults in the Omaha area with jobs, 13.1 percent hold more than one job. This appears to be up slightly from 1990.
- About one out of thirteen employed persons aged 18 to 64 has an annual household income of less than \$15,000 per year. Nearly two-thirds of these estimated 25,400 persons are employed full time.

This labor force profile is based on the Omaha Conditions Survey: 1993 Metro Sample of 802 persons. The sample represents persons aged 18 and older in Douglas, Sarpy, Washington, and Cass counties. The percentages that follow are subject to sampling and nonsampling error (see the *Survey Methodology* report). All counts in this report are estimates based on survey percentages and a baseline estimate of the total number of persons aged 18 and older in Douglas, Sarpy, Washington, and Cass counties (see box below).

Labor Force Concepts

Analysis of an area's labor force usually begins with the classification of all persons aged 16 and older into one of three groups: the employed (persons with jobs), the unemployed (persons without jobs who are on temporary layoff, waiting to begin a new job, or looking for work), and those not in the labor force (persons without jobs who are not looking for work). Employed and unemployed persons comprise the labor force. The labor force participation rate is the percentage of all persons aged 16 and older in the labor force. The unemployment rate is the percentage of the labor force that is unemployed.

Comparability with Other Sources of Labor Force Statistics

With two exceptions, the Omaha Conditions Survey: 1993 labor force concepts are consistent with the standard definitions outlined above. The exceptions are:

1. The Omaha Conditions Survey: 1993 Metro Sample represents persons aged 18 and older. Labor force statistics from federal and state sources count persons aged 16 and older.
2. The Omaha Conditions Survey: 1993 Metro Sample includes military personnel. State and local labor force statistics from the U.S. Bureau of Labor Statistics and the Nebraska Department of Labor count only civilians. National labor force data from the Bureau of Labor Statistics as well as similar data for all areas from the U.S. Bureau of the Census allow for reporting either with or without military personnel.

Comparability with Omaha Conditions Survey: 1990 Metro Sample

The same labor force concepts and questions were used in the 1993 and 1990 metro surveys. There are, however, differences in seasonality and geographic coverage. The 1993 survey was conducted in July while the earlier survey was conducted in February. The Omaha Conditions Survey: 1993 Metro Sample includes Cass County. The 1990 survey did not.

Labor Force Participation Rate

An estimated 417,500 persons aged 18 and older reside in the four-county Nebraska part of the Omaha metro area. The labor force participation rate for this group, based on the survey data, is 78.3 percent. There are 326,900 persons aged 18 and older in the area labor force (see figure 1).

Not unexpectedly, the labor force participation rate is smaller for older population sub-groups. The labor force participation rate is 95.1 percent among persons aged 18 to 34. Among those aged 35 to 64 it is 82.1 percent. For

How Percentages and Counts in this Report were Estimated

A **baseline estimate** of 417,500 persons aged 18 and older in the four-county Omaha area was developed using the following approach:

1. An estimate of the 1990 population, the 1993 population, and the 1993 percentage of population aged 18 and older for each zip code area in Douglas, Sarpy, Washington, and Cass counties was obtained from CACI, Inc., of Fairfax, Virginia.
2. For each zip code area, the 1993 population was multiplied by the percentage aged 18 and older to produce an estimate of the population aged 18 and older in 1993. Zip code area data were then summed to produce a 1993 estimate of 417,515 persons aged 18 and older in all zip code areas.
3. Zip code areas do not necessarily conform exactly to county boundaries. If the outer boundaries of the grouped zip code areas differed greatly from the outer boundaries of the four-county area, then a compensating adjustment to the zip-code-area-based

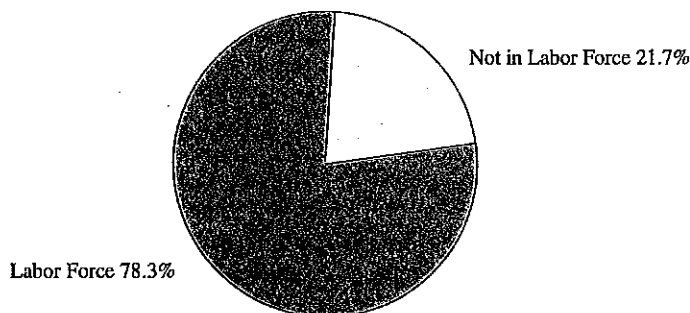
population estimate would be in order. To assess the need for adjustment, CACI's 1990 population figures for the zip code areas were summed and compared with the 1990 Census counts for the four counties. The 1990 population figures for zip code areas summed to 556,948. The four-county 1990 Census count was 556,952. Since the two sources differed by only four persons, no adjustment was called for.

4. The 1993 estimate of 417,515 persons aged 18 and older from step 2 was rounded to 417,500.

Percentages cited in this report are percentages of the Omaha Conditions Survey: 1993 Metro Sample of 802 persons.

Counts in this report are estimated by multiplying the survey percentages and baseline estimate discussed above, then rounded to the nearest hundred.

Figure 1. Labor Force Participation, Persons 18 and Older



persons aged 65 and older, the labor force participation rate is 21.2 percent. Comparison of labor force participation rates by race showed no difference between Whites and Blacks.¹

Men have a higher labor participation rate (85.9 percent) than do women (72.0 percent). Groups with higher levels of formal education also have higher labor force participation rates. The rate for college graduates is 85.3 percent. People with some post-high school education have a 82.5 percent participation rate, and those with only a high school diploma have a 72.0 percent rate. The labor force participation rate for those who did not graduate from high school is 60.6 percent.

Overall, 93.6 percent of adults in the labor force are at least high school graduates; 34.4 percent of adults in the labor force are college graduates.

The labor force participation rate of 78.3 percent measured by the Omaha Conditions Survey: 1993 Metro Sample is higher than one might first expect. According to the Bureau of Labor Statistics, the labor force participation rate nationally in July 1993 was 67.6 percent—roughly 10 percent less.

This unusually high labor force participation rate may be at least partially attributable to error inherent in the survey process. (For additional information, see the *Survey Methodology* report.) There is, however, additional evidence to believe that the Omaha area indeed has higher-than-average labor force participation.

First, in February 1990, a previous Omaha Conditions Survey measured labor force participation in Douglas, Sarpy, and Washington counties only at 72.9

percent. At that time, the Bureau of Labor Statistics reported labor force participation nationally to be 66.2 percent.

Second, the decennial census, taken in April 1990, measured labor force participation in the three-county area at 72.1 percent and in the four-county area at 72.0 percent. At the same time, the Census Bureau measured labor force participation nationally at 65.3 percent, and the Bureau of Labor Statistics reported it at 66.3 percent.

Table 1 compares selected local and national labor force participation rates from several sources over time.

If the Omaha area's labor force participation rate is indeed in the neighborhood of 78 percent, it means that probably few current residents not already in the labor force could be induced to take new jobs, were such jobs available. Given this current high rate of labor force participation, it appears that the labor force for the area's future economic growth will have

to come largely from the ranks of the underemployed or from outside the area.

Unemployment Rate

The unemployment rate is a measure of idle labor capacity. It often serves as a gauge of an area's ability to supply workers for new or expanding business. For some time the Omaha area has enjoyed a very low unemployment rate, suggesting that a scarcity of workers may be a barrier to local economic growth.

For example, the official July 1993 unemployment rate for the four-county area was 3.0 percent. Nationally, the civilian unemployment rate at that time was 6.9 percent.

The Omaha Conditions Survey: 1993 Metro Sample measured July unemployment at 2.9 percent—essentially identical to the official figure reported by the state. This means that of the 326,900 persons in the labor force, 317,500 are employed and 9,400 are unemployed (figure 2). (Again, note that the survey is not completely comparable to official figures because the official figures for the local area exclude military personnel and include persons aged 16 and 17.)

Analysis of unemployment by population sub-group is not possible because of the small number of unemployed in the survey sample.

Individuals surveyed who were looking for a job were asked what they had been doing to find work. Checking with an employer directly was the most frequently mentioned, followed by placing or answering an ad. Also mentioned was checking with Nebraska Job Service.

Table 1. Comparison of Labor Force Participation Rates

Area	Source	July 1993	April 1990	February 1990
Douglas, Sarpy, Washington, and Cass counties	OCS:1993	78.3		
	Census		72.0	
Douglas, Sarpy, and Washington counties	OCS:1990			72.9
	Census		72.1	
United States	BLS	67.6	66.3	66.2
	Census		65.3	

Note: All figures include military. All sources except Omaha Conditions Survey include persons aged 16-17.

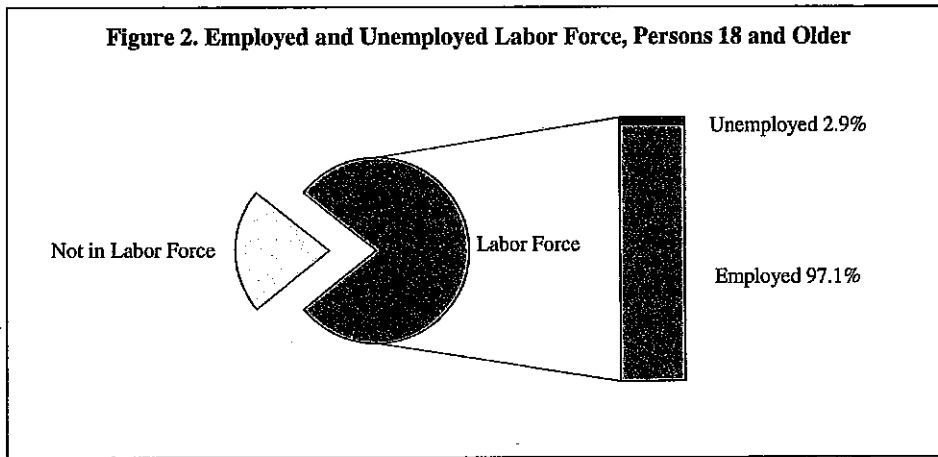
Sources: OCS:1993 - Omaha Conditions Survey:1993 Metro Sample

OCS:1990 - Omaha Conditions Survey:1990 Metro Sample

Census - U.S. Bureau of the Census, 1990 Census of Population and Housing, Summary Tape File 3C

BLS - U.S. Bureau of Labor Statistics, *Employment and Earnings*, August 1993, May 1990, and March 1990

Figure 2. Employed and Unemployed Labor Force, Persons 18 and Older



Discouraged Not-in-Labor-Force and the Underemployed

While the unemployed are an easily identifiable and quantifiable group of potential labor for new business, there are other groups as well. Two such groups are the discouraged not-in-labor-force and the underemployed.

Discouraged not-in-labor-force are persons without jobs who want jobs, but they are not looking because they believe nothing is available. Because these persons are not seeking work, they are classified as not in the labor force according to convention. They are the portion of the not-in-labor-force group who say they would take jobs under the right circumstances.

Underemployed persons have jobs, but their jobs may offer fewer hours than they would like, or the jobs may not fully utilize the workers' skills and training. Since these persons have jobs, they are counted as being employed in state and federal statistics. They are the portion of the employed group who consider themselves willing and able to accept jobs requiring more hours and/or skills than do their current jobs.

Discouraged not-in-labor-force and the underemployed are somewhat difficult to count because, unlike the unemployed, there is no one generally accepted definition of these statuses. For the Omaha Conditions Survey: 1993, persons not in the labor force who said they wanted a job and were available for work but had not looked in the last four weeks are classified as discouraged not-in-labor-force. Employed persons who said they

normally work part time and would like to be working an additional five or more hours per week are considered underemployed. Employed persons who said they had had to settle for a job for which they were overqualified because nothing better was available are also counted as underemployed.

Using these definitions, the Omaha area has an estimated 3,100 discouraged among those not in the labor force. In addition, there are an estimated 72,000 underemployed among the employed labor force. Of these underemployed, 58,800 feel they have had to settle for a job for which they are overqualified because nothing better is available, but they are satisfied with their hours. An additional 7,400 are part-time workers who want at least five more hours per week but do not consider themselves overqualified for their jobs. Another 5,800 underemployed work part time, want more hours, and consider themselves overqualified for the positions they hold.

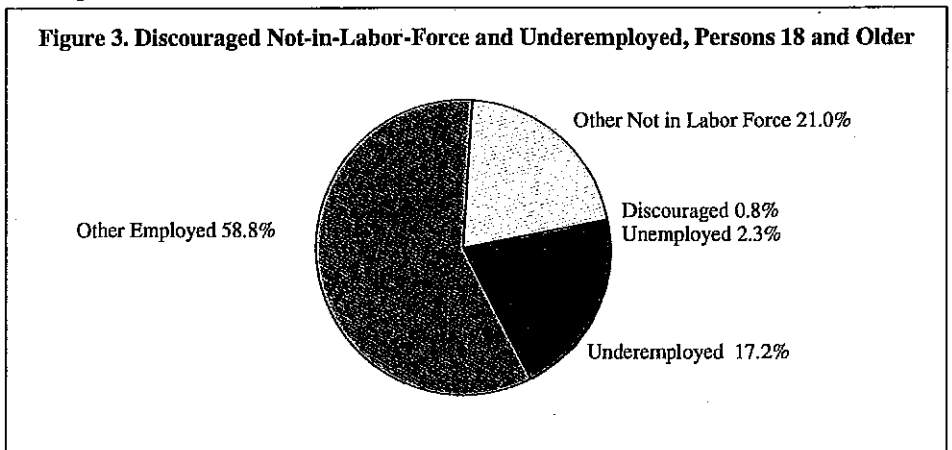
Both discouraged workers and the underemployed represent potential sources

of labor, in addition to the unemployed, for new or expanding business. Figure 3 shows the percentage of discouraged not-in-labor-force and underemployed adults in the four-county area. These two groups, along with the unemployed, represent persons who for one reason or another may be underutilized in the current labor market. About one in five area adults (20.4 percent) are either underemployed, unemployed, or discouraged not-in-labor-force.

The relatively low incidence of discouraged not-in-labor-force indicates that most people in the Omaha area who want a job can find some kind of work. This is consistent with the belief of many who feel the area may face a labor shortage in some occupations. On the other hand, an estimated 13,200 people work part time and want to work more hours. About four out of five survey respondents in this category said they wanted to be working 40 or more hours per week. This suggests that Omaha continues to enjoy a moderate surplus of workers desiring full-time rather than part-time work. Employers able to offer full-time jobs will probably have fewer difficulties recruiting workers than those offering part-time jobs. To the extent such employers recruit workers away from existing part-time jobs, any current labor shortage among employers of part-time workers will be exacerbated.

Whether or not a person is actually overqualified for a particular job is clearly open to some interpretation. Nevertheless, a large proportion of the area's workers identify themselves as having to settle for jobs for which they are overqualified because nothing better is available. This suggests that the Omaha area may yet offer a surplus of labor with

Figure 3. Discouraged Not-in-Labor-Force and Underemployed, Persons 18 and Older



specialized skills. It might also indicate that Omaha offers a particular quality of life that induces people to remain in the area rather than relocate to another region where the skills they bring to the labor market might be more fully utilized.

Looking at persons underemployed in terms of hours, there are no significant differences among sub-groups by age, race, or sex. The incidence of this type of underemployment is three times higher among persons who have not finished high school than it is among those with more education. Overall, however, only about one in five Omahans who are underemployed in terms of hours has not finished high school. In fact, over half have education beyond high school, and roughly one-fifth are college graduates.

Looking at persons underemployed in terms of considering themselves over-qualified for their jobs, there are no significant differences among sub-groups by age, sex, or education. By race, 35.9 percent of black respondents identify themselves as being overqualified for their jobs compared to 18.8 percent of white respondents.

Geographically, underemployment is most prevalent in eastern Douglas County. Map 1 shows the relative concentration of underemployed workers in different parts of the four-county area.

Multiple-Job Holders

People hold more than one job for a variety of reasons. Some are unable to find suitable full-time work and instead take two part-time jobs. Persons with full-time jobs may take second jobs to supplement their incomes. Still others might operate their own businesses in addition to working for someone else.

Of the 317,500 Omaha area adults with jobs, 13.1 percent (41,700 persons) hold more than one job. Nearly all multiple-job holders surveyed (83.8 percent) report holding two jobs, with the remainder holding three or more jobs. The median number of hours worked in a normal week for multiple-job holders is 48. For people with one job only, the median number of hours worked in a normal week is 40. There is no significant difference in the incidence of multiple job-holding by age, race, or sex. The incidence of multiple job-holding is higher among persons with at least a high school diploma (13.9 percent) than among those who did not finish high school (2.6 percent).

Self-Employed

Of the 317,500 adults in the Omaha area with jobs, 13.8 percent (43,800 persons) are self-employed. The remaining 86.2 percent of the employed labor force works for someone else. (Multiple-job holders who are both self-employed and work for someone else are classified according to the job that produces the greatest earnings.)

The incidence of self-employment increases with age. Of workers aged 18 to 34, 8.5 percent are self-employed. Of workers aged 35 to 64, 16.5 percent are self-employed, and 37.5 percent of workers aged 65 and older are self-employed.

There are no significant differences in the incidence of self-employment by race, sex, or education.

The self-employed tend to concentrate in the highest and lowest income categories. Nearly half (48.7 percent) of self-employed individuals have earnings of \$30,000 or more per year. Among those

who work for someone else, 36.8 percent have earnings in this category. Likewise, 26.3 percent of the self-employed report annual earnings below \$10,000 compared to 9.4 percent of those who work for someone else.

Temporary Workers

Of the 273,700 employed persons who work for someone else (are not self-employed), 9.1 percent (25,000 persons) hold temporary jobs.

There are no significant differences in the incidence of temporary employment by age, race, sex, or education.

Part-Time Workers

Part-time work is defined as fewer than 35 hours of work per week. Of those who are employed, 14.0 percent (44,300 persons) work part-time.

Part-time workers are most prevalent in the youngest and oldest age groups; 16.8 percent of workers aged 18 to 34 are part time as are 50.0 percent of workers aged 65 and older. Among workers aged 35 to 64, only 8.3 percent are part time. By sex, 19.9 percent of employed women work part time compared to 8.1 percent of employed men. One-fourth (25.6 percent) of workers aged 18 and older without a high school diploma are part time, as are 15.6 percent of those who completed high school. Only 8.6 percent of employed college graduates work part time.

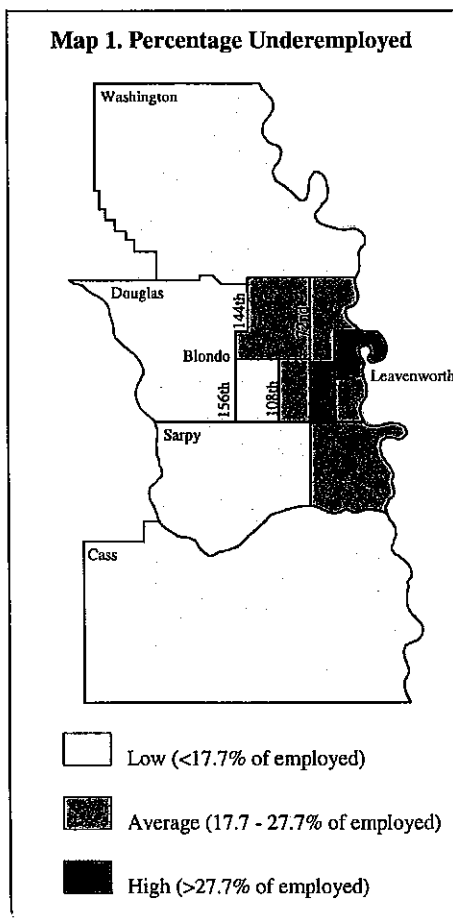
There is no difference in the incidence of part-time employment by race.

Earnings

Just over one-third (38.4 percent) of Omaha's employed labor force earns \$30,000 or more per year. Another 23.2 percent earns between \$20,000 and \$29,999. About one-fourth (26.8 percent) earns from \$10,000 to \$19,999, and 11.6 percent earns less than \$10,000 per year.

Low-Income Workers

For the purpose of this analysis, low-income workers are defined as employed persons aged 18 to 64 with household incomes of less than \$15,000 per year. Employed persons aged 65 and older are excluded from this analysis because these persons typically use their employ-



ment to supplement other sources of income.

About one out of every thirteen employed persons aged 18 to 64 has an annual household income of less than \$15,000 per year. This works out to roughly 25,400 persons. Nearly two-thirds of these individuals are employed full time.

Occupations with the three largest shares of workers in low-income households are Driver/Laborer, Service Worker, and Clerical Worker.

Changes in the Omaha Area Labor Market

Comparison of the Omaha Conditions Survey:1993 Metro Sample survey results with those from the Omaha Conditions Survey:1990 Metro Sample suggest two changes over the last three years:

1. The 1993 Omaha area labor force participation rate appears to be up from 1990, even allowing for seasonal and geographic variations between the two surveys.

2. The Omaha Conditions Survey: 1993 Metro Sample found that 13.1 percent of area workers hold more than one job. This may represent a slight increase from the 6.7 percent measured in 1990. (The apparent increase is not definitive because of error levels inherent in the surveys.)

Other labor market indicators, such as the incidence of discouraged not-in-labor-force, underemployed, self-employed, temporary, and part-time workers show little or no change from 1990.

Summary and Conclusions

The Omaha area has an unusually high labor force participation rate and an unusually low unemployment rate. This means that a larger-than-average share of area adults are in the labor force, and the vast majority of them have been successful in finding some kind of employment.

Many of these individuals have good jobs. Over one-third of area workers earn at least \$30,000 per year.

At the same time, however, under-employment continues to be an issue. Roughly one in five employed persons are underemployed either in terms of the number of hours available to them or in terms of feeling they have to settle for jobs for which they are overqualified. And about one in thirteen employed persons aged 18 to 64 live in households where the total income is less than \$15,000 per year.

The Omaha area has a well-educated adult labor force. Over nine out of ten are high school graduates, and one-third are college graduates.

With relatively few persons not already in the labor force or unemployed, the labor force for the Omaha area's future economic growth will need to come largely from the ranks of the underemployed or from outside the area.

Endnote

1. This analysis reports differences in responses across various population sub-groups. Comparisons across racial/ethnic sub-groups report only differences between Whites and Blacks. Other racial/ethnic groups were included in the survey, and their responses are included in the totals. However, the number of respondents in other racial/ethnic sub-groups was too small for separate analysis.

About the Omaha Conditions Survey

The Omaha Conditions Survey: 1993 is the third in a series of studies conducted by the Center for Public Affairs Research (CPAR) at the University of Nebraska at Omaha. This study is part of CPAR's initiative to monitor and improve the processes operating in Nebraska's urban areas by developing quality information for decision-makers.

This year's survey sampled adults in the Omaha metropolitan area and African-American adults in North Omaha. The metropolitan sample focused on regional development issues along with employment and labor force experience. The North Omaha sample focused on neighborhood shopping patterns, employment experiences, and job training. In addition, both samples included questions to assess opinions on quality of life as well as demographic features.

Write or call the Center for Public Affairs Research, Peter Kiewit Conference Center, University of Nebraska at

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Metropolitan Sample

- Outlook on the future
- The best and worst of the Omaha area
- Trends in the movement of Omaha area homeowners
- Labor and employment experiences
- Opinions about regional growth and development
- Ratings of services and facilities
- Attitudes and experiences in neighborhoods

North Omaha Sample

- Shopping and spending patterns
- Labor, employment, and training experiences

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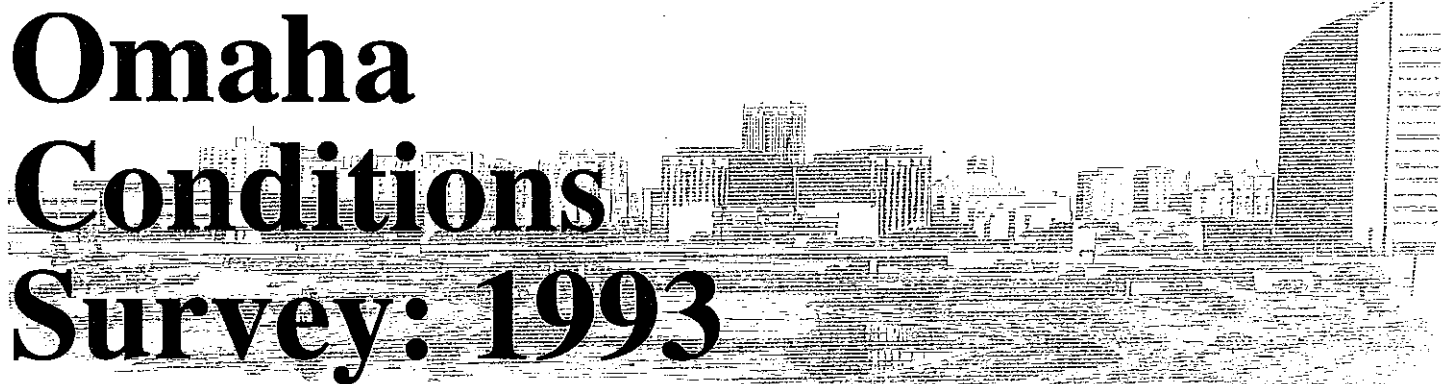
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Omaha Conditions Survey: 1993



The Movement of Homeowners Within Douglas County

by

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Mary Lopez, Graduate Project Assistant, Center for Public Affairs Research**

Introduction

The *1993 Omaha Master Plan: Concept Element* notes several housing and urban development trends in the City of Omaha and Douglas County. These include the following:

- between 1985 and 1990 over 93 percent of all new housing units were built west of 72nd Street; and
- during the 1960 to 1990 period, Omaha's share of metro area housing declined from 68 to 58 percent.

During the past several years, residents have been discussing the effects of these trends which are often perceived as contributing to uneven development. The image that has emerged is one of large numbers of homeowners moving from the eastern sections of Omaha/Douglas County to the western and suburban fringe areas.

This report examines the movement of Omaha/Douglas County homeowners and the possible reasons for particular patterns of movement. Underlying the image described above are several additional beliefs. One is that the plentiful

supply of new homes in a variety of price ranges in the western fringe areas is driving the movement of homeowners from east to west. A second belief is that reversing the perceived trend of uneven development will require a new commitment to the older areas of the City of Omaha.

Regardless of where one stands on these issues, a critical information gap continues to exist in this discussion. This gap relates to the assumption that there is massive movement of one group of community stakeholders—homeowners—from the older eastern portions of Omaha to western suburban subdivisions. Is this in fact what is and has been happening? This question is the focus of this report.

Methodology and Limitations

Several sources of information can be used to study the movement of homeowners. This report examines the movement of owners of single-family homes within and across different areas of Douglas County. To obtain this information, owners of single-family dwelling units who had lived in Douglas County at least five years were asked to identify the neighborhood or subdivision in

Key Findings

- Only a small proportion of sampled homeowners moved from east to west of 72nd Street. The proportion reporting they had moved in that direction fell from a high of 30.8 percent prior to 1970 to 16.7 percent during the 1985-1993 period.
- The dominant movement pattern was within individual sub-areas of Omaha/Douglas County.
- Only during the 1970-1984 period did a majority of homeowners (52.3 percent) move to a different sub-area of Omaha/Douglas County; during this time period the largest group moved from the northeast to the northwest quadrant of Omaha/Douglas County.
- Most homeowner-movers reported that factors such as "liked the area," "family considerations," "the right house," and "financial reasons" were important in their decision of where to move. Persons moving from east to west of 72nd Street tended to depart from this pattern by emphasizing other reasons such as "away from crime," "close to schools," and "close to work."

which they currently live. Homeowners were also asked the year they moved in to their home, approximate purchase price of the home, and why they moved. Next, respondents were asked to identify the home they owned previously in the Omaha/Douglas County area, and so on.

The information was compiled through the Omaha Conditions Survey: 1993 Metro Sample. As explained in the *Survey Methodology* report, the 1993 metropolitan sample contains 802 persons. Of this total, 155 had lived in Omaha/Douglas County for five or more years and owned single family homes. Within this group, a total of 142 respondents provided at least two locations for homes they had owned in the Omaha/Douglas County area.

The data profiled in this report are drawn from the responses of the 142 homeowners. While it is believed that these responding "movers" are representative of all homeowners who have moved in Douglas County, the small numbers mean the findings must be treated with caution. A larger sample could produce figures that differ from those being reported.

To facilitate the analysis of homeowner movement within and between areas of Omaha/Douglas County, four geographic quadrants were established. These quadrants are portrayed in map 1. The east-west dividing line is 72nd Street; the north-south dividing line is Dodge Street. Additionally the analysis divides the 142 homeowner-movers into subgroups so that patterns can be examined for several time periods.

The report is divided into several sections. First, recent patterns of homeowner movement are profiled. Included in this section is an examination of

homeowner movement within and between four geographic areas of Omaha/Douglas County from 1985-1993. In addition, the section summarizes information regarding reasons people gave for moving into their homes. The second section of the report examines the movement of homeowners within Omaha/Douglas County prior to 1985. The report concludes with a brief summary and poses questions for future consideration.

Homeowner Movement Within Douglas County: 1985-1993

Patterns of Movement

Table 1 depicts the movement of owners of single-family housing units during the period from 1985-1993. Seventy-two respondents reported they had moved from one home to another within Omaha/Douglas County during this time period. The data gathered from the 72 respondents was classified according to the quadrant (see map 1) in which the person's address was located prior to their move to another single-family home and then sorted to identify the proportions staying within the same quadrant or moving to another area.

As can be seen, the majority of homeowners (59.7 percent) chose to move within the same quadrant of Omaha/Douglas County. The northeast quadrant—that area east of 72nd Street and north of Dodge Street—contained the largest proportion of homeowners moving within the same area. Next in rank order were the southwest, northwest and southeast areas. Table 1 also portrays the number and proportion of the 72 respondents moving from one quadrant to another during the 1985-1993 time period.

movers. A high retention rate would indicate that a large proportion of homeowners who move remain within the same area.

As can be seen in table 2, the northwest and northeast quadrants retained the majority of their residents (69.2 percent each). The southwest area retained a smaller majority (55.0 percent) of its homeowner-movers during the 1985-1993 period. The southeast quadrant retained just 38.4 percent of its homeowner-movers.

Attraction indicates the ability of an area to pull homeowners from other quadrants. When the attraction figures presented in table 3 are examined, one can see that the northwest quadrant attracted the largest proportion of home-

Table 1. Movement of Homeowner-Movers: 1985-1993

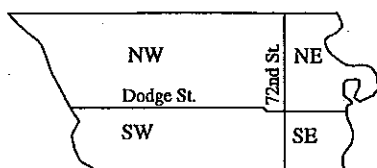
Type of Movement	Number	Percent
Stayed in Same Quadrant:		
Northeast	18	25.0
Northwest	9	12.5
Southeast	5	6.9
Southwest	11	15.3
Subtotal	43	59.7
Moved to Different Quadrant:		
NE to NW	4	5.6
NE to SE	1	1.4
NE to SW	3	4.2
NW to SE	1	1.4
NW to SW	3	4.2
SE to NE	3	4.2
SE to NW	2	2.8
SE to SW	3	4.2
SW to NE	2	2.8
SW to NW	6	8.3
SW to SE	1	1.4
Subtotal	29	40.3
Total	72	100.0*

*Percentages may not equal 100 due to rounding.

Table 2. Retention of Homeowner-Movers by Quadrant: 1985-1993

Quadrant	Percent of Each Quadrant's Movers	Number of Movers
Northeast	69.2	26
Northwest	69.2	13
Southeast	38.4	13
Southwest	55.0	20

Map 1. Location of Analysis Quadrants



NW = Northwest Quadrant
 NE = Northeast Quadrant
 SW = Southwest Quadrant
 SE = Southeast Quadrant

Retention and Attraction of Homeowner-Movers

Table 1 reports the movements of homeowners within and between the four broad areas of Omaha/Douglas County and provides an indicator of homeowner movement patterns for a recent set of years. Table 2 portrays a retention measure for each of the four quadrants. Retention measures the ability of an area to keep its homeowner-

Table 3. Attraction of Homeowner-Movers by Quadrant: 1985-1993

Quadrant	Percent of Movers Attracted to Quadrant (N=29)
Northeast	17.2
Northwest	41.3
Southeast	10.3
Southwest	31.0
Total	100.0

owners (41.3 percent) leaving one quadrant and moving to another during 1985-1993. This was followed by the southwest quadrant (31.0 percent), the northeast (17.2 percent) and the southeast (10.3 percent).

Summary of 1985-1993 Movement Patterns

The picture that emerges from the data reported in tables 1 through 3 is not supportive of the image of homeowner movement referred to earlier in the report. In fact, the majority of respondents who moved during the 1985-93 time period moved to another home within the same quadrant of Omaha/Douglas County. Furthermore, the western areas appeared to have no real edge on the eastern areas when it came to the ability to retain their homeowner-movers. For example, the northeast quadrant tied the northwest quadrant on the retention measure.

While the bulk of the information contradicts the image of homeowner movement from east to west; several pieces of information support it. First, the two western quadrants led the eastern quadrants on the attraction measure. Second, one eastern quadrant—the southeast—placed last on both the retention and attraction measures.

What picture would emerge if the information for these 72 homeowner-movers was portrayed for just the areas of Omaha/Douglas County east and west of 72nd Street? Table 4 provides this information. As can be seen, the preponderance of the 1985-93 homeowner-movers relocated from one home to another home within the same broad area of Omaha/Douglas County (77.8 percent). Just under 17 percent of the moves reported in table 4, involved the movement of homeowners from east of 72nd Street to west of 72nd Street.

The major tendency was for homeowners to move within the individual broad areas defined by this report. There does not appear to be a generalized abandonment of the area east of 72nd Street in preference for western areas during the 1985-1993 period.

Reasons for Moving

In addition to asking the homeowners where they moved from and to, the Omaha Conditions Survey: 1993 Metro Sample asked respondents to describe the reasons for their move. The data in table 5 describe the reasons people gave for moving to their current residence. According to the data, the homeowners moved primarily because they “liked the area” (33.8 percent). This included reasons such as the architecture of the homes, geographic location, accessibility, and the quietness of the neighborhood. The next most frequently mentioned category was that of “family considerations” (22.5 percent). This included comments such as the need for a larger or smaller home and preference

by spouse. The next category, “right house,” (14.1 percent) referred to characteristics such as the size, location and quality of the house. The fourth most common factor mentioned by respondents was “financial reasons” (11.3 percent). This included comments about the affordability of the home, value (whether it was a good deal), and general housing costs in the neighborhood or area.

Table 6 reports the top four reasons cited by the homeowners moving during the 1985-1993 period for several different categories of movers. These categories are: homeowner-movers staying east of 72nd Street; those staying west of 72nd Street; and those moving from east to west. Among the homeowner-movers staying in the same section of town (either in the east or west), the primary difference is that those staying east of 72nd Street were more likely to cite “family considerations” (31.8 percent), while those staying west of 72nd

Table 4. East-West Movement of Homeowner-Movers: 1985-1993

Type of Movement	Number	Percent
Remained in the western half	29	40.3
Remained in the eastern half	27	37.5
Moved east to west	12	16.7
Moved west to east	4	5.5

Table 5. Reasons for Move to Current Residence: 1985-1993

Reason	Frequency	Percent
Liked area	24	33.8
Family consideration	16	22.5
Right house	10	14.1
Financial reasons	8	11.3
Away from crime	4	5.6
Close to work	3	4.2
Close to schools	3	4.2
Close to amenities	1	1.4
Close to transportation	1	1.4
Like city	1	1.4
Other		
Total	71	100.0*

*Percentages may not equal 100 due to rounding.

Table 6. Reasons for Move by Direction of Move: 1985-1993

Reason	Direction of Move*		
	Stayed East of 72nd Street (N=22)	Stayed West of 72nd Street (N=20)	Moved From East to West of 72nd Street (N=12)
Liked Area	40.9	40.0	25.0
Family consideration	31.8	15.0	-
Right house	13.6	15.0	8.3
Financial reasons	4.5	25.0	8.3
Other	9.2	5.0	58.4
Total	100.0	100.0	100.0

*Figures are percentage of homeowner-movers for each of the three move directions reported in the table.

Street were more likely to cite "financial reasons" (25.0 percent) for their move. Roughly equal proportions mentioned they "liked the area" (40.9 percent and 40.0 percent) and they found "the right house" (13.6 percent and 15.0 percent).

Homeowners moving from east to west of 72nd Street reported different reasons for their move. Only one of the top reasons for this group of homeowner-movers—"liked the area" (25.0 percent)—was among the top four reasons for all movers during the 1985-1993 time period. Other reasons cited by those moving from east to west of 72nd Street were: "away from crime" (25.0 percent), "close to schools" (16.6 percent), and "close to work" (16.6 percent).¹

Long-Term Trends in Homeowner Movement

This section examines data from the entire sample of homeowner-movers. Moves taking place prior to 1970 and during the 1970-1984 time period are profiled and compared to the pattern identified for the 1985-1993 period, in an effort to show trends over time.

Long-term changes in the reasons for moving are not examined in this section. This type of recall information becomes less reliable as one goes back in time.

Patterns of Movement

Table 7 provides information on the moves reported by the 142 members of the homeowner-mover sample. The information is summarized for three time periods: prior to 1970, 1970-1984, and 1985-1993. As outlined earlier, 59.7 percent of the homeowners moving during the 1985-1993 period moved to another home within the same quadrant of Omaha/Douglas County. The data presented in table 7 indicate that approximately the same proportions of homeowners moved within the same quadrant prior to 1970 (61.6 percent) and from 1985-1993. However, during the 1970-1984 period, homeowner-movers were more likely to move to another quadrant of Omaha/Douglas County. Particularly striking are the lower figures for the northeast and southeast quadrants. Also striking is the recovery

of the northeast quadrant from the 1970-1984 period to the 1985-1993 period.

Table 7 also summarizes information on the movement of homeowners between the quadrants of Omaha/Douglas County. The most notable trend is that homeowner-movers are increasingly less likely to move from the northeast to the northwest quadrant.

Retention and attraction measures are reported for all three time periods in tables 8 and 9. This information was developed using the same approach as reported earlier for tables 2 and 3. Several different patterns are evident. First, with regard to the retention of an area's homeowner-movers, it can be seen in table 8 that the northeast retained at least 6 out of 10 of its resident homeowner-movers during two of the three time periods. The exception was during

the 1970-1984 period. The only other quadrant to retain a similar proportion of its homeowner-movers was the northwest quadrant, with a 69.2 percent retention rate. This was down from the level found for the 1970-1984 period. The southeast quadrant retained 38.4 percent of its homeowner-movers. This area's retention rate for the pre-1970 and 1970-1984 periods was 54.5 percent and 60.0 percent, respectively.

Table 9 portrays attraction measures for the four quadrants and three time periods. As can be seen, the northeast and southeast quadrants have the lowest attraction rates for the 1985-1993 period. The 17.2 percent rate for the northeast is similar to that found for the pre-1970 and 1970-1984 time periods. The 10.3 level found for the southeast represents an absolute decline of 24.4

Table 7. Movement of Homeowner-Movers: Pre-1970-1993

Type of Movement	Percent of Homeowner-Movers			Number
	Prior to 1970	1970-1984	1985-1993	
Stayed in Same Quadrant:				
Northeast	30.8	9.1	25.0	30
Northwest	-	13.6	12.5	15
Southeast	23.1	6.8	6.9	14
Southwest	7.7	18.2	15.3	21
Moved to Different Quadrant:				
NE to NW	15.4	13.6	5.6	14
NE to SE	-	9.1	1.4	5
NE to SW	3.8	4.5	4.2	6
NW to SE	-	2.3	1.4	2
NW to SW	-	-	4.2	3
SE to NE	7.7	-	4.2	5
SE to NW	3.8	2.3	2.8	4
SE to SW	7.7	2.3	4.2	6
SW to NE	-	9.1	2.8	6
SW to NW	-	6.8	8.3	9
SW to SE	-	2.3	1.4	2
Total	100.0 N=26	100.0 N=44	100.0* N=72	142

*Percentages may not equal 100 due to rounding.

Table 8. Retention of Homeowner-Movers by Quadrant: Pre-1970-1993*

Quadrant	Percent of Each Quadrant's Movers Retained		
	Prior to 1970	1970-1984	1985-1993
Northeast	61.5	25.0	69.2
Northwest	-	85.7	69.2
Southeast	54.5	60.0	38.4
Southwest	100.0	50.0	55.0

*See table 7 for number of movers in each category.

percent for the southeast quadrant. The northwest quadrant shows a generally stable attraction rate in the range of 41-50 percent. The southwest quadrant attracted about 3 out of 10 homeowner-movers, except for during the 1970-84 time period.

In addition to the movement of homeowners within and between quadrants of Omaha/Douglas County, broader patterns of east to west movement were examined. This information is summarized in table 10. Four patterns are presented: homeowner-movers remaining in either the western (west of 72nd Street) or eastern areas of Omaha/Douglas County; and homeowner-movers moving from east to west or west to east (from west of 72nd Street to east of 72nd Street) in Omaha/Douglas County.

As can be seen, the proportion of homeowner-movers staying within the western half of Omaha/Douglas County increased substantially from the pre-1970 period to the 1970-1984 period, and has remained stable since then. The proportion staying within the area east of 72nd Street dropped substantially from the pre-1970 period to the 1970-1984 period, but appears to be recovering for the 1985-1993 period. Interestingly, the proportion moving from east to west of 72nd Street has declined since the pre-1970 time period,

and the proportion moving from west to east has declined since 1970. Overall, the pattern that emerges is one of movement within geographic sub-areas of Omaha/Douglas County rather than a large-scale continuous east to west movement.

Summary and Conclusions

This report was stimulated by a desire to assess the accuracy of one of the images of housing and urban development in Omaha/Douglas County. That image is one of large numbers of homeowners moving from the eastern sections of Omaha to the western and suburban fringe areas. What have we learned from the homeowner-mover information profiled in this report? Some answers:

- Only a small proportion of homeowners moved from east to west of 72nd Street. In fact, the proportion moving in that direction fell from a high of 30.8 percent prior to 1970 to 16.7 percent during the 1985-1993 period.
- The dominant movement pattern is within individual sub-areas of Omaha/Douglas county, not from the eastern portions of Omaha to the western and fringe areas of Omaha/Douglas County.

- The majority of homeowners moved to another home within the same quadrant of Omaha/Douglas County. Only during the 1970-1984 period did a majority of homeowners (52.3 percent) move to a different quadrant; during this time period the largest group moved from the northeast to the northwest quadrant of Omaha/Douglas County.
- Most homeowner-movers report that factors such as "liked the area," "family considerations," "the right house," and "financial reasons" were important in their decision of where to move. Persons moving from east to west of 72nd Street tended to depart from this pattern by emphasizing other reasons such as "away from crime," "close to schools," and "close to work."

These findings present several important implications for the focus of development policies for Omaha/Douglas County. The first relates to the appropriateness of policies designed to curb western development under the assumption that this will stop what is a large east to west migration. The second relates to the importance of efforts to revitalize Omaha's older neighborhoods.

Current discussion often appears to focus on how to stem the movement of people and homeowners from eastern to western areas of Omaha/Douglas County. While the homeowners included in this analysis represent a small portion of the total "mover" spectrum (e.g., renters to first time homeowners; homeowner to rental; rental to rental; etc.), they are a key group with a long-term interest in and ties to the area. Given the findings of this study, one would want to question implementation of community and economic development policies based on the assumption that large-scale movements of homeowners from eastern to western sections of Omaha/Douglas County are taking place.

The reality may well be that there is more development activity in the western and fringe areas of Omaha/Douglas County due to a variety of factors, including: (a) a sizable and younger population base developed in these areas fifteen to thirty years ago; (b) these

Table 9. Attraction of Homeowner-Movers by Quadrant: Pre-1970-1993*

Quadrant	Percent of Movers Attracted to Quadrant		
	Prior to 1970	1970-1984	1985-1993
Northeast	20.0	17.4	17.2
Northwest	50.0	43.4	41.3
Southeast	-	26.1	10.3
Southwest	30.0	13.0	31.0

*See table 7 for number of movers in each category.

Table 10. East-West Movement of Homeowner-Movers: Pre-1970-1993

Type of Movement	Percent of Homeowner-Movers		
	Prior to 1970	1970-1984	1985-1993
Remained in western half	7.7	38.6	40.3
Remained in eastern half	61.5	25.0	37.5
Moved east to west	30.8	22.7	16.7
Moved west to east	0.0	13.6	5.5
Total	100.0 (N=26)	100.0 (N=44)	100.0 (N=72)

areas have increased their ability to retain homeowner-movers; and (c) these areas receive more of the non-local households moving into the Omaha metropolitan area.² It has been suggested that reducing development and growth opportunities in these areas would stem east-west movement. Given the small percentage of east-west movement indicated by this study, the greater impact might simply be to make the area less attractive and cut into the metro area's overall growth opportunities.

A second implication of the findings pertains to the importance and design of efforts to revitalize Omaha's older neighborhoods. Given that homeowners in the study sample moved primarily within individual sub-areas of Omaha/Douglas County, there appears to be residential commitment to these areas. At the same time, the ability of the two quadrants east of 72nd Street to attract homeowners from other quadrants is lower than the two western quadrants examined in this report. Efforts focusing on community and economic development in these older areas could be integral to increasing both their retention and attraction rates in the coming years. These neighborhood focused initiatives which include housing rehabilitation, infrastructure and park improvements, and business-development should be continued and enhanced. The study also indicates that additional participants may be needed. As shown in table 5, the preponderance of homeowner-movers reported that factors such as "liked the area," "family considerations," and "right house" were influential in their move decision. These factors are out of the direct control of local government, but can be met by developers, financial institutions, and individuals at the neighborhood level.

Endnote

1. No figures are reported for west to east movers since the numbers are extremely small.
2. According to 1990 census data, the area of Douglas County west of 72nd Street draws a higher proportion of its movers from outside the county. For example, for the area east of 72nd Street the proportion of movers from outside Douglas County was 32.6 percent. The comparable figure for the area west of 72nd Street was 43.1 percent. This amounts to a difference of almost 10,000 people.

About the Omaha Conditions Survey

The Omaha Conditions Survey: 1993 is the third in a series of studies conducted by the Center for Public Affairs Research (CPAR) at the University of Nebraska at Omaha. This study is part of CPAR's initiative to monitor and improve the processes operating in Nebraska's urban areas by developing quality information for decision-makers.

This year's survey sampled adults in the Omaha metropolitan area and African-American adults in North Omaha. The metropolitan sample focused on regional development issues along with employment and labor force experience. The North Omaha sample focused on neighborhood shopping patterns, employment experiences, and job training. In addition, both samples included questions to assess opinions on quality of life as well as demographic features.

A list of Omaha Conditions Survey: 1993 report topics appears on this page.

Interested in Receiving Additional Reports from the Omaha Conditions Survey: 1993?

Write or call the Center for Public Affairs Research, Peter Kiewit Conference Center, University of Nebraska at Omaha, Omaha, NE 68182; (402) 595-2311 for reports on the following topics from the 1993 surveys:

Survey Methodology

Metropolitan Sample

- Outlook to the future
- The best and worst of the Omaha area
- Trends in the movement of Omaha area homeowners
- Labor and employment experiences
- Opinions about regional growth and development
- Ratings of services and facilities
- Attitudes and experiences in neighborhoods

North Omaha Sample

- Shopping and spending patterns
- Labor, employment, and training experiences

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Delbert D. Weber, Chancellor

COLLEGE OF PUBLIC AFFAIRS AND COMMUNITY SERVICE
David W. Hinton, Dean

CENTER FOR PUBLIC AFFAIRS RESEARCH
Russell L. Smith, Director



1993 Omaha Conditions Survey: Metro Sample

Interviewer Name: _____ Date: _____
 Telephone Number: _____ Screen #: _____
 Respondent's Name: _____

Hello, my name is _____. I'm working with the University of Nebraska at Omaha's Center for Public Affairs Research.

We are conducting a survey of people living in the metropolitan Omaha area. We feel it's important that citizens and leaders have some idea of how people feel about living and working in the Greater Omaha Area. The survey focuses on government services, employment, and neighborhoods.

According to our research procedure, I need to speak with someone in your household who is: (1) 18 years old or over; and (2) has the next birthday in the household. (Refer to quotas and complete sex/age screening if necessary.)

[IF THE RESPONDENT MUST BE CALLED TO THE PHONE, REPEAT THE PRECEDING INTRODUCTION. OTHERWISE, CONTINUE IMMEDIATELY TO THE FOLLOWING PARAGRAPH.]

Would you tell me if I have reached _____? [REPEAT TELEPHONE NUMBER] Your phone number has been randomly selected. Let me assure you that your responses are confidential. (IF ASKED HOW LONG, SAY: The interview will take about 20 minutes. Feel free to ask questions at any time. Okay?)

IF RESPONDENT QUESTIONS AUTHENTICITY OF SURVEY, TELL THEM THAT they are welcome to call the University of Nebraska at Omaha, Center for Public Affairs Research at 595-2311 and ask for Mr. Dave Fifer.

START TIME: _____

1. First, can you tell me which county you live in? [CIRCLE APPROPRIATE RESPONSE]

- Douglas (ASK Q2) 1
- Sarpy (GO TO Q3) 2
- Cass (GO TO Q3) 3
- Washington (GO TO Q3) 4
- Don't know/Refused 9

IF QUOTA ALREADY MET FOR COUNTY, THANK, TERMINATE AND TALLY.

→ DISCONTINUE SURVEY BY SAYING "Thank you for your time."

2. Do you live within the incorporated city limits of Omaha?

- Yes (ASK Q 3) 1
- No (ASK Q 3) 2
- Don't know/no response 9

→ DISCONTINUE SURVEY BY SAYING "Thank you for your time."

3. In the first set of questions, I would like to ask your views about the Omaha area; this includes the area in which you live. Please indicate whether you strongly agree (SA), agree (A), disagree (D), or strongly disagree (SD) with the following statements.

	SA	A	D	SD	RF/DK
a. The Omaha area's future looks bright	1	2	3	4	9
b. The Omaha area is good enough as it is without trying to change it	1	2	3	4	9
c. The Omaha area has good governmental leaders	1	2	3	4	9
d. The Omaha area has good corporate leaders	1	2	3	4	9
e. Most residents of the Omaha area are satisfied with things as they are	1	2	3	4	9
f. The Omaha area is an ideal place to live	1	2	3	4	9
g. Younger residents of the Omaha area tend to stay here after completing high school	1	2	3	4	9

The following questions pertain to the Omaha area and your neighborhood.

4. In your opinion, what are the 3 best things about the Omaha area? (NO PROBING – WRITE IN EXACT RESPONSE)

What is the best thing? _____

What is the 2nd best thing? _____

What is the 3rd best thing? _____

FOR CODING PURPOSES ONLY.

- | | | |
|---|---|---|
| 01 Friendly/hardworking people | 01 Friendly/hardworking people | 01 Friendly/hardworking people |
| 02 Job/business opportunities | 02 Job/business opportunities | 02 Job/business opportunities |
| 03 Environment (limited pollution, clean city) | 03 Environment (limited pollution, clean city) | 03 Environment (limited pollution, clean city) |
| 04 Housing (price, availability) | 04 Housing (price, availability) | 04 Housing (price, availability) |
| 05 Schools (good schools, etc.) | 05 Schools (good schools, etc.) | 05 Schools (good schools, etc.) |
| 06 Low cost of living | 06 Low cost of living | 06 Low cost of living |
| 07 Entertainment/cultural events | 07 Entertainment/cultural events | 07 Entertainment/cultural events |
| 08 Low crime rate | 08 Low crime rate | 08 Low crime rate |
| 09 Slow-paced lifestyle | 09 Slow-paced lifestyle | 09 Slow-paced lifestyle |
| 10 Convenient geographic location | 10 Convenient geographic location | 10 Convenient geographic location |
| 11 Quality of life/size of community | 11 Quality of life/size of community | 11 Quality of life/size of community |
| 12 Low traffic/easy to get around | 12 Low traffic/easy to get around | 12 Low traffic/easy to get around |
| 13 Shopping | 13 Shopping | 13 Shopping |
| 14 Community organizations/ churches (quality, compassionate)/ support for family | 14 Community organizations/ churches (quality, compassionate)/ support for family | 14 Community organizations/ churches (quality, compassionate)/ support for family |
| 15 Sports | 15 Sports | 15 Sports |
| 16 Restaurants | 16 Restaurants | 16 Restaurants |
| 17 Downtown/Riverfront/area revitalization/area growth | 17 Downtown/Riverfront/area revitalization/area growth | 17 Downtown/Riverfront/area revitalization/area growth |
| 18 Willingness of Omaha area to address problems | 18 Willingness of Omaha area to address problems | 18 Willingness of Omaha area to address problems |
| 19 Climate | 19 Climate | 19 Climate |
| 20 Medical facilities | 20 Medical facilities | 20 Medical facilities |
| 21 Quality leaders (public, private) | 21 Quality leaders (public, private) | 21 Quality leaders (public, private) |
| 22 Parks/recreation facilities and programs | 22 Parks/recreation facilities and programs | 22 Parks/recreation facilities and programs |
| 23 Law enforcement | 23 Law enforcement | 23 Law enforcement |
| 24 City services | 24 City services | 24 City services |
| 25 Libraries | 25 Libraries | 25 Libraries |
| 26 MAD DADS | 26 MAD DADS | 26 MAD DADS |
| 27 News media | 27 News media | 27 News media |
| 28 Proximity to parks | 28 Proximity to parks | 28 Proximity to parks |
| 29 Good community feeling | 29 Good community feeling | 29 Good community feeling |
| 98 Other | 98 Other | 98 Other |
| 99 Non response/don't know | 99 Non response/don't know | 99 Non response/don't know |

5. In your opinion what is the one best thing about your neighborhood? (NO PROBING – WRITE IN EXACT RESPONSE. IF MORE THAN ONE RESPONSE GIVEN, ASK FOR BEST THING.)

FOR CODING PURPOSES ONLY.

- 01 Friendly/hardworking people
- 02 Job/business opportunities
- 03 Environment (limited pollution, clean city)
- 04 Housing (price, availability)
- 05 Schools (good schools, etc.)
- 06 Low cost of living
- 07 Entertainment/cultural events
- 08 Low crime rate
- 09 Slow-paced lifestyle
- 10 Convenient geographic location
- 11 Quality of life/size of community
- 12 Low traffic/easy to get around
- 13 Shopping
- 14 Community organizations/churches (quality, compassionate)/support for family
- 15 Sports
- 16 Restaurants
- 17 Downtown/Riverfront/area revitalization/area growth
- 18 Willingness of Omaha area to address problems
- 19 Climate
- 20 Medical facilities
- 21 Quality leaders (public, private)
- 22 Parks/recreation facilities and programs
- 23 Law enforcement
- 24 City services
- 25 Libraries
- 26 MAD DADS
- 27 News media
- 28 Proximity to parks
- 29 Good community feeling
- 98 Other
- 99 Non response/don't know

6. In your opinion, what are the 3 worst things about the Omaha area? (NO PROBING – WRITE IN EXACT RESPONSE)

What is the worst thing? _____

What is the 2nd worst thing? _____

What is the 3rd worst thing? _____

IF RESPONDENT MENTIONS ANY TWO OF THE FOLLOWING: CRIME, GANGS, DRUGS, SAY: After these two factors, what would you say is the next worst thing about the Omaha area. (WRITE IN EXACT RESPONSE)

IF RESPONDENT MENTIONS CRIME, DRUGS AND GANGS, SAY: After these 3 factors, what would you say are the next two worst things about the Omaha area. (WRITE IN EXACT RESPONSE)

FOR CODING PURPOSES ONLY.

- | | | |
|---|---|---|
| 01 Crime | 01 Crime | 01 Crime |
| 02 Gangs | 02 Gangs | 02 Gangs |
| 03 Drugs | 03 Drugs | 03 Drugs |
| 04 Weather | 04 Weather | 04 Weather |
| 05 Traffic congestion | 05 Traffic congestion | 05 Traffic congestion |
| 06 Poorly planned development/excessive development | 06 Poorly planned development/excessive development | 06 Poorly planned development/excessive development |
| 07 Limited entertainment/cultural events | 07 Limited entertainment/cultural events | 07 Limited entertainment/cultural events |
| 08 Street repair and maintenance | 08 Street repair and maintenance | 08 Street repair and maintenance |
| 09 Inadequate snow removal | 09 Inadequate snow removal | 09 Inadequate snow removal |
| 10 Limited job/business opportunities | 10 Limited job/business opportunities | 10 Limited job/business opportunities |
| 11 Housing affordability | 11 Housing affordability | 11 Housing affordability |
| 12 Public housing recommendations | 12 Public housing recommendations | 12 Public housing recommendations |
| 13 High taxes | 13 High taxes | 13 High taxes |
| 14 Leadership is poor/lack of vision and innovation | 14 Leadership is poor/lack of vision and innovation | 14 Leadership is poor/lack of vision and innovation |
| 15 Low wage/income structure | 15 Low wage/income structure | 15 Low wage/income structure |
| 16 People (unfriendly, etc.) | 16 People (unfriendly, etc.) | 16 People (unfriendly, etc.) |
| 17 Race relations (poor) | 17 Race relations (poor) | 17 Race relations (poor) |
| 18 Poor quality schools | 18 Poor quality schools | 18 Poor quality schools |
| 19 Homelessness | 19 Homelessness | 19 Homelessness |
| 20 Run down neighborhoods/North Omaha | 20 Run down neighborhoods/North Omaha | 20 Run down neighborhoods/North Omaha |
| 21 No pro sports | 21 No pro sports | 21 No pro sports |
| 22 Law enforcement | 22 Law enforcement | 22 Law enforcement |
| 23 Parks/recreation facilities and programs | 23 Parks/recreation facilities and programs | 23 Parks/recreation facilities and programs |
| 24 Elderly/senior needs | 24 Elderly/senior needs | 24 Elderly/senior needs |
| 25 Environment/smells/pollution/etc. | 25 Environment/smells/pollution/etc. | 25 Environment/smells/pollution/etc. |
| 26 Convention/auditorium/exposition facilities | 26 Convention/auditorium/exposition facilities | 26 Convention/auditorium/exposition facilities |
| 27 Downtown area | 27 Downtown area | 27 Downtown area |
| 28 City government | 28 City government | 28 City government |
| 29 Lack of child care | 29 Lack of child care | 29 Lack of child care |
| 30 Newspapers/media | 30 Newspapers/media | 30 Newspapers/media |
| 31 Public transportation | 31 Public transportation | 31 Public transportation |
| 32 Alcohol abuse/drink too much | 32 Alcohol abuse/drink too much | 32 Alcohol abuse/drink too much |
| 33 Too few libraries | 33 Too few libraries | 33 Too few libraries |
| 34 Lack of community cooperation | 34 Lack of community cooperation | 34 Lack of community cooperation |
| 35 Busing in schools | 35 Busing in schools | 35 Busing in schools |
| 36 Lack of shopping | 36 Lack of shopping | 36 Lack of shopping |
| 37 Lack of youth activities | 37 Lack of youth activities | 37 Lack of youth activities |
| 38 Crime AND gangs | 38 Crime AND gangs | 38 Crime AND gangs |
| 39 Crime AND drugs | 39 Crime AND drugs | 39 Crime AND drugs |
| 40 Drugs AND gangs | 40 Drugs AND gangs | 40 Drugs AND gangs |
| 41 Crime AND gangs AND drugs | 41 Crime AND gangs AND drugs | 41 Crime AND gangs AND drugs |
| 98 Other | 98 Other | 98 Other |
| 99 Non response/don't know | 99 Non response/don't know | 99 Non response/don't know |

7. In your opinion, what is the one worst thing about your neighborhood? (NO PROBING – WRITE IN EXACT RESPONSE. IF MORE THAN ONE RESPONSE, ASK FOR WORST THING.)
-
-
-

FOR CODING PURPOSES ONLY.

- 01 Crime
- 02 Gangs
- 03 Drugs
- 04 Weather
- 05 Traffic congestion
- 06 Poorly planned development/excessive development
- 07 Limited entertainment/cultural events
- 08 Street repair and maintenance
- 09 Inadequate snow removal
- 10 Limited job/business opportunities
- 11 Housing affordability
- 12 Public housing recommendations
- 13 High taxes
- 14 Leadership is poor/lack of vision and innovation
- 15 Low wage/income structure
- 16 People (unfriendly, etc.)
- 17 Race relations (poor)
- 18 Poor quality schools
- 19 Homelessness
- 20 Run down neighborhoods/North Omaha
- 21 No pro sports
- 22 Law enforcement
- 23 Parks/recreation facilities and programs
- 24 Elderly/senior needs
- 25 Environment/smells/pollution/etc.
- 26 Convention/auditorium/exposition facilities
- 27 Downtown area
- 28 City government
- 29 Lack of child care
- 30 Newspapers/media
- 31 Public transportation
- 32 Alcohol abuse/drink too much
- 33 Too few libraries
- 34 Lack of community cooperation
- 35 Busing in schools
- 36 Lack of shopping
- 37 Lack of youth activities
- 98 Other
- 99 Non response/don't know

8. Next, I'd like to ask you what you feel are the three most important problems that the Omaha area should be trying to address: (NO PROBING – WRITE IN EXACT RESPONSE)

What is the most important problem? _____

What is the 2nd most important problem? _____

What is the 3rd most important problem? _____

IF RESPONDENT MENTIONS ANY TWO OF THE FOLLOWING: CRIME, GANGS, DRUGS, SAY: After these 2 factors, what would you say is the next most important problem the Omaha area should be trying to address. (WRITE IN EXACT RESPONSE)

IF RESPONDENT MENTIONS CRIME, DRUGS AND GANGS, SAY: After these 3 factors, what would you say are the next two most important problems the Omaha area should be trying to address. (WRITE IN EXACT RESPONSE)

FOR CODING PURPOSES ONLY

- | | | |
|--|--|--|
| 01 Crime (violence, etc.) | 01 Crime (violence, etc.) | 01 Crime (violence, etc.) |
| 02 Gangs | 02 Gangs | 02 Gangs |
| 03 Drugs | 03 Drugs | 03 Drugs |
| 04 Job/economic opportunities | 04 Job/economic opportunities | 04 Job/economic opportunities |
| 05 Attracting business/industry | 05 Attracting business/industry | 05 Attracting business/industry |
| 06 Public transportation | 06 Public transportation | 06 Public transportation |
| 07 Street/freeway congestion | 07 Street/freeway congestion | 07 Street/freeway congestion |
| 08 Schools (discipline, et.) | 08 Schools (discipline, et.) | 08 Schools (discipline, et.) |
| 09 Schools (quality) | 09 Schools (quality) | 09 Schools (quality) |
| 10 Homelessness, | 10 Homelessness, | 10 Homelessness, |
| 11 Availability and quality of public housing | 11 Availability and quality of public housing | 11 Availability and quality of public housing |
| 12 Solving public housing problems | 12 Solving public housing problems | 12 Solving public housing problems |
| 13 Environment (recycling, landfills, incinerators, etc.) | 13 Environment (recycling, landfills, incinerators, etc.) | 13 Environment (recycling, landfills, incinerators, etc.) |
| 14 Street/road condition (bumpy) | 14 Street/road condition (bumpy) | 14 Street/road condition (bumpy) |
| 15 Race relations | 15 Race relations | 15 Race relations |
| 16 Taxes (property) | 16 Taxes (property) | 16 Taxes (property) |
| 17 Developing more cultural events, etc. | 17 Developing more cultural events, etc. | 17 Developing more cultural events, etc. |
| 18 Urban redevelopment/rehab. | 18 Urban redevelopment/rehab. | 18 Urban redevelopment/rehab. |
| 19 Improving city/county government | 19 Improving city/county government | 19 Improving city/county government |
| 20 Youth needs (recreation for youth, teen pregnancy counseling, etc.) | 20 Youth needs (recreation for youth, teen pregnancy counseling, etc.) | 20 Youth needs (recreation for youth, teen pregnancy counseling, etc.) |
| 21 Sports and recreation programs/facilities | 21 Sports and recreation programs/facilities | 21 Sports and recreation programs/facilities |
| 22 Law enforcement | 22 Law enforcement | 22 Law enforcement |
| 23 Parks/recreation facilities and programs | 23 Parks/recreation facilities and programs | 23 Parks/recreation facilities and programs |
| 24 Elderly needs | 24 Elderly needs | 24 Elderly needs |
| 25 Child care | 25 Child care | 25 Child care |
| 26 Stabilizing/keeping Ak-Sar-Ben | 26 Stabilizing/keeping Ak-Sar-Ben | 26 Stabilizing/keeping Ak-Sar-Ben |
| 27 Convention/expo/auditorium facilities | 27 Convention/expo/auditorium facilities | 27 Convention/expo/auditorium facilities |
| 28 Libraries (more/bigger collections) | 28 Libraries (more/bigger collections) | 28 Libraries (more/bigger collections) |
| 29 Health care | 29 Health care | 29 Health care |
| 30 Air service at Eppley | 30 Air service at Eppley | 30 Air service at Eppley |
| 31 Alcohol abuse | 31 Alcohol abuse | 31 Alcohol abuse |
| 32 Poverty/food assistant/helping down and out | 32 Poverty/food assistant/helping down and out | 32 Poverty/food assistant/helping down and out |
| 33 Lottery | 33 Lottery | 33 Lottery |
| 34 Attitude of area (positive) | 34 Attitude of area (positive) | 34 Attitude of area (positive) |
| 35 Medical care | 35 Medical care | 35 Medical care |
| 38 Crime AND gangs | 38 Crime AND gangs | 38 Crime AND gangs |
| 39 Crime AND drugs | 39 Crime AND drugs | 39 Crime AND drugs |
| 40 Drugs AND gangs | 40 Drugs AND gangs | 40 Drugs AND gangs |
| 41 Crime AND gangs AND drugs | 41 Crime AND gangs AND drugs | 41 Crime AND gangs AND drugs |
| 98 Other | 98 Other | 98 Other |
| 99 Don't know/non response | 99 Don't know/non response | 99 Don't know/non response |

9. In your opinion what is the one most important problem that your neighborhood should be trying to address? (NO PROBING – WRITE IN EXACT RESPONSE. IF MORE THAN ONE, ASK FOR MOST IMPORTANT.)
-
-

FOR CODING PURPOSES ONLY.

- 01 Crime (violence, etc.)
- 02 Gangs
- 03 Drugs
- 04 Job/economic opportunities
- 05 Attracting business/industry
- 06 Public transportation
- 07 Street/freeway congestion
- 08 Schools (discipline, et.)
- 09 Schools (quality)
- 10 Homelessness
- 11 Availability and quality of public housing
- 12 Solving public housing problems
- 13 Environment (recycling, landfills, incinerators, etc.)
- 14 Street/road condition (bumpy)
- 15 Race relations
- 16 Taxes (property)
- 17 Developing more cultural events, etc.
- 18 Urban redevelopment/rehab.
- 19 Improving city/county government
- 20 Youth needs (recreation for youth, teen pregnancy counseling, etc.)
- 21 Sports and recreation programs/facilities
- 22 Law enforcement
- 23 Parks/recreation facilities and programs
- 24 Elderly needs
- 25 Child care
- 26 Stabilizing/keeping Ak-Sar-Ben
- 27 Convention/expo/auditorium facilities
- 28 Libraries (more/bigger collections)
- 29 Health care
- 30 Air service at Eppley
- 31 Alcohol abuse
- 32 Poverty/food assistant/helping down and out
- 33 Lottery
- 34 Attitude of area (positive)
- 35 Medical care
- 38 Crime AND gangs
- 39 Crime AND drugs
- 40 Drugs AND gangs
- 41 Crime AND gangs AND drugs
- 98 Other
- 99 Don't know/non response

10. Next, I would like to ask you about some selected facilities and services. First, I would like to know how important each item is to you: Is it VERY IMPORTANT, SOMEWHAT IMPORTANT, SLIGHTLY IMPORTANT, or NOT IMPORTANT AT ALL? Secondly, how satisfied are you presently with these facilities and services in your area: Are you VERY SATISFIED (VS), SOMEWHAT SATISFIED (SS), SOMEWHAT DISSATISFIED (SD), or VERY DISSATISFIED (VD)?

[INTERVIEWER'S NOTE: READ ACROSS FOR EACH ITEM]

	How important is/are [Read Item] to you?					How satisfied are you with [Read Item] at the present time?				
	Very	Some- what	Slightly	Not	[NR/DK]	VS	SS	SD	VD	[NR/DK]
IN THE AREA OF PUBLIC SERVICES										
a. Police protection	1	2	3	4	9	1	2	3	4	9
b. Fire protection	1	2	3	4	9	1	2	3	4	9
c. Emergency rescue service	1	2	3	4	9	1	2	3	4	9
d. Public transportation	1	2	3	4	9	1	2	3	4	9
e. Garbage collection	1	2	3	4	9	1	2	3	4	9
f. Shopping facilities for daily needs .	1	2	3	4	9	1	2	3	4	9
g. Recreation programs and activities	1	2	3	4	9	1	2	3	4	9
h. Parks and playgrounds	1	2	3	4	9	1	2	3	4	9
i. Smoothness of streets and roads . .	1	2	3	4	9	1	2	3	4	9
j. Traffic flow	1	2	3	4	9	1	2	3	4	9
IN THE AREA OF HOUSING										
a. Amount of housing for sale	1	2	3	4	9	1	2	3	4	9
b. Price of housing for sale	1	2	3	4	9	1	2	3	4	9
c. Quality of housing for sale	1	2	3	4	9	1	2	3	4	9
d. Amount of rental housing	1	2	3	4	9	1	2	3	4	9
e. Price of rental housing	1	2	3	4	9	1	2	3	4	9
f. Quality of rental housing	1	2	3	4	9	1	2	3	4	9
g. Local property taxes	1	2	3	4	9	1	2	3	4	9

In this section, I'd like to ask you some questions about regional growth and development in the Omaha metropolitan area.

11. For each of the following statements, tell me whether you STRONGLY AGREE (SA), AGREE (A), DISAGREE (D), OR STRONGLY DISAGREE.

NOTE: Rotate starting point.

	SA	A	D	SD	NR/DK
a. Growth in any part of the area benefits the entire metropolitan area.	1	2	3	4	9
b. It is important that the City of Omaha be maintained as the population and economic center of the metro area.	1	2	3	4	9
c. The current number of 311 local governments in the metro area is too many.	1	2	3	4	9
d. Development policies used by the City of Omaha are also good for other communities in the metro area.	1	2	3	4	9
e. New and old neighborhoods with diverse populations are beneficial to the metro area.	1	2	3	4	9
f. The current division of services and responsibilities among local governments in the metro area is about right.	1	2	3	4	9
g. Omaha city and business organizations should work with officials in surrounding communities to help bring new jobs to the area's smaller communities.	1	2	3	4	9
h. Recent development has resulted in too many jobs in western Douglas and Sarpy Counties and too few in eastern Omaha.	1	2	3	4	9
i. There should be more efforts to consolidate local governments in the Omaha area.	1	2	3	4	9

12. Do you own or rent your home?

- Own (buying) 1
- Rent 2
- Don't know/Refused 9

13. What best describes the home you live in?

- Single family unit 1
- Apartment or building with 2 or more units . . . 2
- Mobile home/trailer or something else 3
- Don't know/refused 9

NOTE: IF LIVE IN CASS OR WASHINGTON COUNTY GO TO Q35

NOTE: IF OWN HOME and LIVE IN SINGLE FAMILY UNIT (Q12 and Q13 BOTH = 1), CONTINUE; OTHERWISE, GO TO 17 ON PAGE 12.

14. Since you first began living on your own as an adult (that is, after high school or college graduation) have you always lived in the Omaha area?

- Yes (GO TO Q16) 1
- No (ASK Q15) 2
- Don't live on my own (GO TO Q17) 3
- Don't know/refused (GO TO Q17) 9

15. How long have you lived in the Omaha area?

_____ Years IF LESS THAN 5 YEARS, GO TO Q17

16. To help us get a picture of the neighborhoods where people in the Omaha area have been moving to and from, I'd like to know where you have been living...

[INTERVIEWER NOTE: After last residence, skip to Q19]

16a. Let's start with your current residence?

Address or neighborhood/subdivision _____

Year moved in: _____

Approximate purchase price of home: _____

Why moved in: _____

16b. Now, think of the home you owned previously in the Omaha area? (IF NON-OMAHA ADDRESS OR RENTAL PROPERTY, DO NOT RECORD AND SKIP TO Q19)

Address or neighborhood/subdivision _____

Year moved in: _____

Approximate purchase price of home: _____

Why moved in: _____

16c. Now, think of the home you owned previously in the Omaha area? (IF NON-OMAHA ADDRESS OR RENTAL PROPERTY, DO NOT RECORD AND SKIP TO Q19)

Address or neighborhood/subdivision _____

Year moved in: _____

Approximate purchase price of home: _____

Why moved in: _____

16d. Now, think of the home you owned previously in the Omaha area? (IF NON-OMAHA ADDRESS OR RENTAL PROPERTY, DO NOT RECORD AND SKIP TO Q19)

Address or neighborhood/subdivision _____

Year moved in: _____

Approximate purchase price of home: _____

Why moved in: _____

16e. Now, think of the home you owned previously in the Omaha area? (IF NON-OMAHA ADDRESS OR RENTAL PROPERTY, DO NOT RECORD AND SKIP TO Q19)

Address or neighborhood/subdivision _____

Year moved in: _____

Approximate purchase price of home: _____

Why moved in: _____

16f. Now, think of the home you owned previously in the Omaha area? (IF NON-OMAHA ADDRESS OR RENTAL PROPERTY, DO NOT RECORD AND SKIP TO Q19)

Address or neighborhood/subdivision _____

Year moved in: _____

Approximate purchase price of home: _____

Why moved in: _____

Now I am going to ask you a few questions about the neighborhood in which you live.

17. [INTERVIEWER: REFER TO Q13]
[IF SINGLE FAMILY UNIT, MOBILE HOME, TRAILER, OR SOMETHING ELSE, ASK:] What is the name of the neighborhood or subdivision in which you live?

[IF APARTMENT, ASK:] What is the name of the apartment complex in which you live?

18. How many years have you lived at your current residence? _____

19. Thinking of where you live now, what made you decide to move here? (WRITE IN EXACT RESPONSE—DON'T PROBE)

20. Did you seriously consider other neighborhoods in which to live?

Yes (ASK Q20a AND Q21) 1 → 20a. About how many? _____
No (GO TO Q22) 2
Don't know/Refused (GO TO Q22) 9

21. Were all the other neighborhoods in the same part of the Omaha metropolitan area, or were some in other parts of the Omaha area?

All in this part 1
Some in other parts 2
Don't know/refused 9

22. Which would you say was more important to you and your family when you decided to move to this particular neighborhood?

READ: House 1
Neighborhood 2
Both equally important 3
Don't know/Refused 9

23. Do you have any plans to move in the next few years?

- Yes 1
- No 2
- Don't know/Refused 9

24. Do you think, during the next five years, this neighborhood will remain as it is, or will it change in some ways?

- Remain the same (GO TO Q25) 1
- Change (ASK Q24a) 2
- Don't know (GO TO Q25) 9

24a. What do you think will happen?

25. Would you say that most people in your neighborhood have about the same education, that there are small differences, or that there are very large differences?

- Same education 1
- Small differences 2
- Very large differences 3
- Don't know 9

26. Would you say that most of the people in your neighborhood are pretty much the same, or are they pretty different from each other?

- Pretty much the same (ASK Q26a) 1
- Pretty different (GO TO Q26b) 2
- Don't know (GO TO Q27) 9

26a. IF THE SAME: Do you like the fact that people are pretty much the same, or would you prefer it if people were different?

- Like it that people are the same 1
- Prefer it if they were different 2
- Don't know 9

26b. IF DIFFERENT: Do you like the fact that people are different, or would you prefer it if people were pretty much the same?

- Like it that people are different 1
- Prefer it if they were the same 2
- Don't know 9

27. Would you say that most people in your neighborhood are very much interested, somewhat interested, or not at all interested in neighborhood problems?

Very much interested	1
Somewhat interested	2
Not interested at all	3
Don't know	9

28. Do most of your friends live in your neighborhood, or do most of them live farther away?

Most in neighborhood	1
Some do, some don't	2
Most live farther away	3

29. Did you grow up in this neighborhood?

Yes (GO TO Q31)	1
No (ASK Q30)	2
Don't know/Refused (ASK Q30)	9

30. Did you grow up in this part of town?

Yes	1
No	2
Don't know/Refused	9

31. Have your parents or in-laws ever lived in this neighborhood?

Yes (GO TO Q33)	1
No (ASK Q32)	2
Don't know/Refused (ASK Q32)	9

32. Have they ever lived in this part of town?

Yes	1
No	2
Don't know/Refused	9

* * * N * O * T * E * * *

**ASK THIS PAGE ONLY IF RESPONDENT LIVES IN DOUGLAS COUNTY,
OTHERWISE, GO TO NEXT PAGE (Q67).**

During 1992 and 1993 the City of Omaha has been working to develop a new plan to guide Omaha's development. Portions of the new plan have been discussed in meetings and in the media. One issue is how much attention should be given to "directing" where growth occurs in the Omaha area.

33. I want to ask your opinion about several goals of the new plan. First, I'll want you to tell me how important each goal is to you: Is it VERY IMPORTANT, SOMEWHAT IMPORTANT, SLIGHTLY IMPORTANT, or NOT IMPORTANT AT ALL? Then I'll ask you whether or not you agree with each goal: Do you STRONGLY AGREE (SA), AGREE (A), DISAGREE (D), or STRONGLY DISAGREE (SD)?

[INTERVIEWER NOTE: READ ACROSS]

	How important is this goal to you?					How strongly do you agree or disagree with this goal?				
	Very	Some-what	Slightly	Not	[NR]	SA	A	D	SD	[NR]
a. Be pro-active rather than reactive regarding development . . .	1	2	3	4	9	1	2	3	4	9
b. Require new growth to be adjacent to existing developed areas and compact in layout	1	2	3	4	9	1	2	3	4	9
c. Prevent new strip office and commercial development	1	2	3	4	9	1	2	3	4	9
d. Strengthen downtown as the city's image center	1	2	3	4	9	1	2	3	4	9
e. Reverse deterioration in older areas of the central city	1	2	3	4	9	1	2	3	4	9
f. Ensure a mix of necessary retail and personal services in all areas . . .	1	2	3	4	9	1	2	3	4	9
g. Ensure that those who benefit help pay for the city services they receive	1	2	3	4	9	1	2	3	4	9
h. Provide an equitable distribution of parks and recreation services	1	2	3	4	9	1	2	3	4	9
i. Shift from the current low density street network found in new subdivisions to a denser grid system like in older parts of Omaha	1	2	3	4	9	1	2	3	4	9

34. People favoring westward development have argued that the city should not interfere with market forces and should approve the plans for new housing if developers want to take the financial risk. Opponents, on the other hand, have argued that these subdivisions reduce investment and building in the older parts of Omaha.

34a. As you think about the city's development policy, do you think the city should discourage western development in the hope of increasing inner city development, or do you think the city should let western development take place?

- Discourage western development (ASK Q34b) 1
- Let western development take place (ASK Q34b) 2
- Don't Know/Refused (GO TO Q35) 9

34b. Why? _____

Now I'd like to ask you a few questions about your employment and labor force status.

35. What were you doing most of LAST WEEK? Were you

- READ ——— [
- Working (GO TO Q37) 1
 - Keeping house (ASK Q36) 2
 - Going to school, or (ASK Q36) 3
 - Something else? (ASK:) What were you doing?
[READ REMAINING RESPONSES]
 - With a job but not at work (includes
vacation and temporary layoff) (ASK Q36) 4
 - Looking for work (ASK Q36) 5
 - Unable to work (GO TO Q59) 6
 - Retired (ASK Q36) 7
 - Other (WRITE IN) (ASK Q36) 8
-

36. Did you do any work at all for pay LAST WEEK?

DOES NOT INCLUDE WORK AROUND THE HOUSE.

- YES (GO TO Q37) 1
- NO (ASK Q36A) 2
- DON'T KNOW (GO TO Q67) 8

36a. Did you do any unpaid work last week for a family farm or business?

- YES (ASK Q37) 2
- NO (GO TO Q39) 3
- DON'T KNOW (GO TO Q67) 8

37. How many hours did you work LAST WEEK at all jobs?

COUNT ONLY HOURS ACTUALLY WORKED, EITHER:
_ FOR PAY, OR
_ UNPAID FOR A FAMILY FARM OR BUSINESS

DO NOT COUNT:
_ VACATION HOURS, SICK LEAVE, ETC., OR
_ UNPAID WORK NOT FOR A FAMILY FARM OR
_ BUSINESS SUCH AS VOLUNTEER WORK.

(WRITE IN) _ _ _

IF: 15 OR GREATER, GO TO Q42
1 TO 14, CONTINUE WITH Q38

38. Was any of this work for pay, or was it all unpaid work for a family farm or business?

- ALL OR SOME WORK PAID (GO TO Q42) 1
- ALL UNPAID WORK FOR
FAMILY FARM OR BUSINESS (ASK Q39) 2

39. Did you have a job or business from which you were temporarily absent or on layoff LAST WEEK?

- YES (GO TO Q41) 1
- NO (ASK Q40) 2
- DON'T KNOW (GO TO Q67) 8

40. Are you waiting to begin a new job in the next 30 days?

- YES (GO TO Q63) 1
- NO (GO TO Q56) 2
- DON'T KNOW (GO TO Q67) 8

41. Why were you absent from work LAST WEEK? (WRITE IN EXACT RESPONSE)

FOR CODING PURPOSES ONLY

- ILLNESS, VACATION, BAD WEATHER, LABOR DISPUTE . . . 1
- TEMPORARY LAYOFF 2
- OTHER 3
- DON'T KNOW 8

42. About how many hours do you usually work each week? If you work more than one job, please consider your total hours for all jobs combined.

WRITE IN: _ _ _

<p>IF: 35 OR GREATER, GO TO Q45 1 TO 34, CONTINUE WITH Q43</p>
--

43. Why do you usually work less than 35 hours a week? (WRITE IN EXACT RESPONSE)

FOR CODING PURPOSES ONLY

- SLACK WORK 1
- CAN ONLY FIND PART-TIME WORK 2
- DOES NOT WANT FULL-TIME WORK 3

44. About how many hours total would you like to work each week?

WRITE IN: _ _ _

45. Do you currently hold more than one job?

- YES (ASK Q46) 1
- NO (GO TO Q47) 2
- DON'T KNOW (GO TO Q47) 8

46. How many jobs do you hold right now?

WRITE IN: _

46a. Why do you hold more than one job? (WRITE IN EXACT RESPONSE)

IF PERSON HOLDS MORE THAN ONE JOB (SEE Q45), SAY: The next few questions pertain to your principal job, the one that provides you the greatest earnings. QUESTIONS 47-53 PERTAIN TO HIS OR HER PRINCIPAL JOB (e.g., job with greatest earnings).

47. Are you self-employed, or do you work for someone else?

- SELF-EMPLOYED (GO TO Q49a) 1
- WORKS FOR SOMEONE ELSE (ASK Q48) 2
- DON'T KNOW (ASK Q48) 8

48. Were you hired as a temporary employee or as a permanent employee?

- TEMPORARY 1
- PERMANENT 2
- DON'T KNOW 8

49. Do you work for a private business, or for government?

GOVERNMENT – FEDERAL, STATE, LOCAL, PUBLIC
SCHOOLS (GO TO Q50) 10

PRIVATE BUSINESS, (ASK Q49a)

49a. What does the business do?

TRY TO GET A NOUN AND A VERB (E.G., shoe sales; shoe manufacturing) – IF UNABLE TO GET A GOOD DESCRIPTION, OBTAIN NAME OF BUSINESS.

WRITE IN:

(GO TO Q50)

FOR CODER'S USE ONLY:	
FARMING, LIVESTOCK, FORESTRY, FISHING	01
MINING	02
CONSTRUCTION	03
MANUFACTURING	04
TRANSPORTATION, COMMUNICATION, UTILITIES	05
TRADE	06
FINANCE, INSURANCE, REAL ESTATE	07
SERVICES	08
OTHER	09

50. What kind of work do you do?

WRITE IN:

(GO TO Q51)

FOR CODER'S USE ONLY:	
PROFESSIONAL/MANAGERIAL	1
SALES	2
CLERICAL	3
TECHNICAL TRADE/SKILLED CRAFT	4
FARMING/RANCHING	5
SERVICE	6
DRIVER/MATERIAL HANDLING/LABORER	7
OTHER	8

51. How long does it take you to get to work? How many minutes? (WRITE IN) _ _ _

52. How many miles do you live from your place of work? (WRITE IN) _ _ _

53. What kind of transportation do you normally take to work?

- DRIVE ALONE IN OWN VEHICLE 1
- CITY BUS 2
- CAR POOL 3
- WALK 4
- OTHER (WRITE IN) _____ 5

IF PERSON HOLDS MORE THAN ONE JOB [SEE Q45] SAY: The next few questions pertain to all jobs that you work on a combined basis. QUESTIONS 54-55 PERTAIN TO ALL JOBS TOGETHER

54. Do you earn \$20,000 or more a year, or do you earn less than \$20,000?

- \$20,000 OR MORE (GO TO Q54a) 1
- LESS THAN \$20,000 (GO TO Q54b) 2
- DON'T KNOW (GO TO Q55) 8
- REFUSED (GO TO Q55) 9

IF \$20,000 OR MORE, ASK:

54a. Do you earn \$30,000 or more a year, or do you earn less than \$30,000?

- \$30,000 OR MORE (GO TO Q55) 1
- LESS THAN \$30,000 (GO TO Q55) 2
- DON'T KNOW (GO TO Q55) 8
- REFUSED (GO TO Q55) 9

IF LESS THAN \$20,000, ASK:

54b. Do you earn \$10,000 or more a year, or do you earn less than \$10,000?

- \$10,000 OR MORE 3
- LESS THAN \$10,000 4
- DON'T KNOW 8
- REFUSED 9

55. Sometimes persons have to settle for a job they are overqualified for because nothing better is available. Are you one of those persons?

- YES (GO TO Q67) 1
- NO (GO TO Q67) 2
- DON'T KNOW (GO TO Q67) 8

56. Have you looked for work during the past four weeks?

- YES (ASK Q57) 1
- NO (GO TO Q59) 2
- DON'T KNOW (GO TO Q63) 8

57. What have you been doing in the last 4 weeks to find work? (WRITE IN EXACT RESPONSE)

Anything else? _____

Anything else? _____

FOR CODING PURPOSES ONLY

- CHECKED WITH—
- PUBLIC EMPLOYMENT AGENCY/JOB SERVICE 1
- PRIVATE EMPLOYMENT AGENCY 2
- EMPLOYER DIRECTLY 3
- FRIENDS OR RELATIVES 4
- PLACED OR ANSWERED AD 5
- NOTHING/DON'T KNOW 6
- OTHER 7

58. Have you been looking for full-time or part-time work?

- FULL-TIME ONLY (GO TO Q62) 1
- PART-TIME ONLY (GO TO Q62) 2
- BOTH FULL-TIME AND PART-TIME (GO TO Q62) 3
- DON'T KNOW (GO TO Q62) 8

59. Do you want a regular job now, either full-time or part-time?

- YES (ASK Q60) 1
- MAYBE/DEPENDS (ASK Q60) 2
- NO (GO TO Q63) 3
- DON'T KNOW (GO TO Q63) 8

60. When did you last look for a job?

WRITE IN: MONTH _____ YEAR _____

- NEVER LOOKED0000
- DON'T KNOW8888

61. What are the reasons you have not looked for a job lately? (WRITE IN EXACT RESPONSE)

IF RESPONDENT SPECIFICALLY MENTIONS A PHYSICAL DISABILITY OR ILL HEALTH, SKIP TO Q63. IF PHYSICAL DISABILITY OR ILL HEALTH NOT MENTIONED, CONTINUE WITH Q62.

FOR CODING PURPOSES ONLY

- BELIEVES NONE AVAILABLE/COULDN'T FIND ANY 1
- LACKS SCHOOLING, TRAINING, SKILLS, EXPERIENCE 2
- CAN'T ARRANGE CHILD CARE 3
- IN SCHOOL OR OTHER TRAINING 4
- PHYSICAL DISABILITY/ILL HEALTH 5
- OTHER 6
- DON'T KNOW 8

62. Could you have taken a job LAST WEEK if one had been available?

- YES (GO TO Q63) 1
- NO (ASK Q62a) 2

62a. Why not? (WRITE IN EXACT RESPONSE)

FOR CODING PURPOSES ONLY

- TEMPORARY ILLNESS 1
- ALREADY HAS JOB, GOING TO SCHOOL 2
- OTHER 3

63. When did you last work for pay at a regular job or business, either full- or part-time?

WRITE IN: MONTH _____ YEAR _____
(ASK Q64)

- NEVER WORKED (GO TO Q67) 0000
- DON'T KNOW (GO TO Q67) 8888

64. In your last job, were you self-employed, or did you work for someone else?

- SELF-EMPLOYED (GO TO Q65a) 1
- WORKED FOR SOMEONE ELSE (ASK Q65) 2
- DON'T KNOW (ASK Q65) 8

65. Did you work for a private business, or for government?

GOVERNMENT -- FEDERAL, STATE, LOCAL,
PUBLIC SCHOOLS (GO TO Q66) 10

PRIVATE BUSINESS, ASK:

65a. What kind of business was it?

TRY TO GET A NOUN AND A VERB (E.G., shoe sales; shoe manufacturing) -- IF UNABLE TO GET A GOOD DESCRIPTION, OBTAIN NAME OF BUSINESS.

WRITE IN:

(GO TO Q66)

FOR CODER'S USE ONLY:	
FARMING, LIVESTOCK, FORESTRY, FISHING	01
MINING	02
CONSTRUCTION	03
MANUFACTURING	04
TRANSPORTATION, COMMUNICATION, UTILITIES	05
TRADE	06
FINANCE, INSURANCE, REAL ESTATE	07
SERVICES	08
OTHER	09

66. What kind of work did you do?

WRITE IN:

(GO TO Q67)

FOR CODER'S USE ONLY:	
PROFESSIONAL/MANAGERIAL	1
SALES	2
CLERICAL	3
TECHNICAL TRADE/SKILLED CRAFT	4
FARMING/RANCHING	5
SERVICE	6
DRIVER/MATERIAL HANDLING/LABORER	7
OTHER	8

Finally, I'd like to ask you some background questions so that we can analyze the results of this survey.

67. Do you have any children between the ages of 6 and 18 living in your household?

- Yes 1
- No 2
- [DK/NA/NC/NR] 9

67a. If YES, how many? ____

68. Do you have any children 5 or younger living in your household?

- Yes 1
- No 2
- [DK/NA/NC/NR] 9

68a. If YES, how many? ____

69. What was your age on your last birthday? [WRITE IN AGE] _____

70. To what racial or ethnic group do you belong? Are you ...

- WHITE 1
- AFRICAN AMERICAN/BLACK 2
- ASIAN (ORIENTAL) 3
- NATIVE AMERICAN 4
- HISPANIC 5
- OTHER (WRITE IN) _____ 6
- DON'T KNOW/REFUSED 9

71. What was the last grade, or year of school that you completed?

- 8th GRADE or LESS 01
- 9th - 12th GRADE, NO DIPLOMA OR GED 02
- HIGH SCHOOL GRADUATE OR GED 03
- SOME COLLEGE BUT NO DEGREE 04
- ASSOCIATE (2-YEAR) DEGREE 05
- BACHELOR'S (4-YEAR) DEGREE 06
- MASTER'S DEGREE 07
- DOCTORATE OR PROFESSIONAL DEGREE 08
- [DK/REF] 99

72. What is your present marital status?

- NOW MARRIED 1
- SINGLE, NEVER MARRIED 2
- DIVORCED/SEPARATED 3
- WIDOWED 4
- [DK/NC/NA/NR] 9

73. What is your zip code? _____

74. So that we can analyze the results of this survey by groups of persons in different income levels, we need a rough idea of the total income of all adults in your household. Would that be under or over \$30,000?

- \$30,000 or more(GO TO 74A) 1
- Less than \$30,000(GO TO 74B) 2
- Don't know (GO TO Q75) 8
- Refused (GO TO Q75) 9

IF \$30,000 OR MORE, ASK:

74A. Is it:

- \$30,000 to \$34,999(GO TO Q75) 07
- \$35,000 to \$39,999(GO TO Q75) 08
- \$40,000 to \$49,999(GO TO Q75) 09
- \$50,000 to \$59,999(GO TO Q75) 10
- \$60,000 or more(GO TO Q75) 11
- Don't know(GO TO Q75) 14
- Refused(GO TO Q75) 15

IF LESS THAN \$30,000 ASK:

74B. Is it:

- Under \$5,000(ASK Q75) 01
- \$5,000 to \$9,999(ASK Q75) 02
- \$10,000 to \$14,999(ASK Q75) 03
- \$15,000 to \$19,999(ASK Q75) 04
- \$20,000 to \$24,999(ASK Q75) 05
- \$25,000 to \$29,999(ASK Q75) 06
- Don't know(ASK Q75) 14
- Refused(ASK Q75) 15

75. May I please have your first name should my supervisor want to verify I completed this survey. _____

76. RECORD SEX OF RESPONDENT: [DO NOT ASK]

- MALE 1
- FEMALE 2
- COULD NOT DETERMINE 3

END TIME _____

LENGTH _____

YOU ARE DONE.
NOTE: CPAR'S TELEPHONE NUMBER IS (402) 595-2311