

1993

## Omaha Conditions Survey: 1993 North Omaha Sample

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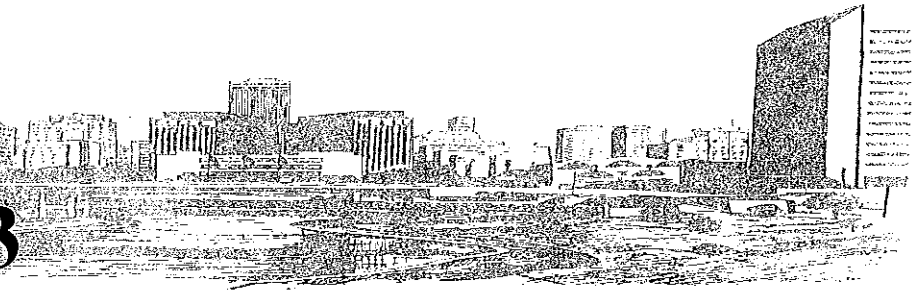
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# Omaha Conditions Survey: 1993



## North Omaha Sample Community Report Executive Summary

### Introduction

The Omaha Conditions Survey: 1993 North Omaha Sample found several positives as well as negatives about the North Omaha area. On the bright side, North Omaha residents like the quality of life and the people in their neighborhoods. Over seventy percent of adults, eighteen and older, are in the labor force (either working or looking for work). North Omaha residents generate \$81 million in annual spending on selected items.

On the downside, residents identify gangs and the run-down appearance of neighborhoods as problems. The unemployment rate of 14.6 percent is more than five times the average unemployment in the Omaha area. Although a significant amount of money is spent by North Omaha residents, three out of

every four dollars are spent outside the North Omaha area.

The Omaha Conditions Survey: 1993 was conducted through telephone interviews with adults from a random sample of Omaha area households. The North Omaha sample consists of 575 completed interviews. It represents African-American adults in 19 North Omaha census tracts. The geographic boundaries of the North Omaha sample include those census tracts with African-American populations of 40 percent or higher according to the 1990 Census. Figure 1 shows the boundaries of the area included in the North Omaha sample.

Survey topics discussed in this summary and the detailed *Community Report* for the North Omaha interviews were identified in consultation with community leaders.

- The vast majority of North Omaha respondents thought the Omaha area needed change.
- Compared to respondents in the Omaha Conditions Survey: 1993 metropolitan sample, North Omaha respondents are less positive about the Omaha area's outlook. This was the case for both 1993 and 1990.

### Best and Worst of North Omaha and Its Neighborhoods

One of the primary purposes of the Omaha Conditions Survey: 1993 North Omaha Sample was to collect information on how residents view the North Omaha area and its neighborhoods—what are the best and worst attributes and what problems should leaders be addressing.

Key findings from this series of questions include:

- Two categories of “quality of life and people,” followed by issues of “convenience and accessibility” were viewed as the best things about North Omaha neighborhoods.
- Two aspects of “appearance and repair,” followed by “gang activities,” were viewed as the worst things about North Omaha neighborhoods.
- “Gangs” and “dilapidated, run-down houses and yards, need to clean it up” were mentioned most frequently as priority issues to address in North Omaha neigh-

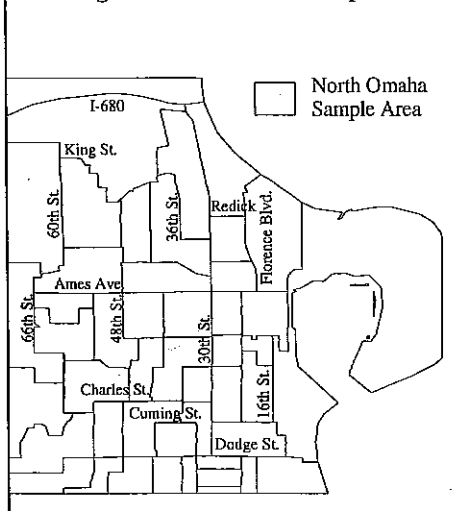
### Perceptions of the Omaha Area

Respondents were asked to indicate their levels of agreement with a series of statements about the Omaha area's quality of life, including the outlook for the future, the quality of leadership, and the need for change.

Key findings from this series of questions include:

- Over half (58.8 percent) of the North Omaha respondents agreed that the Omaha area's future looks bright.
- More than three out of four (75.5 percent) of the North Omaha respondents agreed that the Omaha area is an ideal place to live.

Figure 1. Location of 19 Census Tracts Defining the North Omaha Sample Area



borhoods. These categories were also mentioned as the worst things about North Omaha neighborhoods.

- Absence of job opportunities, discrimination, and lack of education were given as the primary reasons for high unemployment in North Omaha. These reasons were also mentioned as obstacles to upward job mobility.

**Shopping**

The Omaha Conditions Survey: 1993 North Omaha Sample asked respondents several questions relating to their shopping patterns.

Key findings from this series of questions include:

- African-American households in the North Omaha survey area generated \$81.0 million in annual spending for groceries; women's, men's, and children's clothing; pharmacy and drug items; and medical and health services.
- Less than one-fourth of the spending by African-American households in North Omaha was made in the area.
- The items most likely to be purchased in the North Omaha area were pharmacy and drug items (52 percent), followed closely by financial services (46 percent) and groceries (43 percent). On the other hand, almost no one bought clothing in the area.
- The shopping areas used most often were Crossroads and business along Saddle Creek. The area least mentioned was 24th and Lake.

For items purchased on a regular basis, where convenience is important, respondents made significant purchases in the North Omaha area. But for purchases that were not purchased regularly, respondents shopped around the Omaha area for price and quality.

**Labor Force Profile**

Another objective of the Omaha Conditions Survey: 1993 was to measure how well the potential labor force is utilized in the local economy.

**Labor Force Participation.** Of the roughly 19,200 African-American adults living in the 19 North Omaha tracts, an estimated 13,600 are participating in the labor force—that is, either working or looking for work. The labor force participation rate is 70.9 percent.

**Unemployment.** About 2,000 African-American adults in North Omaha are unemployed. The unemployment rate is 14.6 percent. This is about five times higher than the unemployment rate for all adults in the greater Omaha area.

**Underemployment.** Of an estimated 11,600 employed persons, about 40.2 percent (4,700 persons) are what could be termed as underemployed. This is about twice the percentage for all adults in the greater Omaha area.

**Obstacles to a Better Job, Training, and Social Services**

**Obstacles to a Better Job.** About one third (36.7 percent) of employed respondents said they had to settle for a job for which they were overqualified because nothing better was available. These persons were asked to name what they felt were the three biggest obstacles that kept them from getting a better job.

The three most frequently mentioned obstacles to a better job were lack of education or training (21.5 percent), limited job availability (17.2 percent), and race (13.4 percent). Another 3.1 percent mentioned discrimination which could mean racial discrimination or discrimination on some other basis. Age was mentioned as an obstacle by 7.7 percent.

**Job Training.** All respondents were asked questions regarding job training needs.

- Nearly 30 percent of the respondents named Metropolitan Community College as the place they would go for additional training.
- Computer training is the type of training most frequently men-

tioned as being both received and needed.

- Lack of money, nothing, and no time/lack of time were the major reasons stated by respondents as preventing them from getting additional training.
- Jobs, the government and banks were named about equally as the major sources for financial aid. This suggests a significant measure of self-sufficiency in supporting training needs in the North Omaha community.

**Social Services.** The majority of respondents (78.0 percent) were not receiving any form of government assistance. Of those not currently receiving government assistance, 89.8 percent had also not received any kind of government assistance during the last five years.

**For More Information**

For a more detailed examination of the results of the Omaha Conditions Survey: 1993 North Omaha Sample see *North Omaha Sample Community Report*.

Also, the following reports from the Omaha Conditions Survey: 1993 Metro Sample are available: *Survey Methodology; 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; and Attitudes and Experiences in Omaha Neighborhoods*.

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Delbert D. Weber, Chancellor  
David W. Hinton, Dean  
Russell L. Smith, Director



# Omaha Conditions Survey: 1993

## North Omaha Sample Community Report

### Introduction

The Omaha Conditions Survey: 1993 was conducted through telephone interviews with adults from a random sample of area households. The North Omaha sample represents African-American adults in 19 North Omaha census tracts. (For a detailed explanation of survey methodology see *Omaha Conditions Survey: 1993 Survey Methodology*.)

Topics 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, the North Omaha interviews focused on several issues examined in the Omaha Conditions Survey: 1993 Metro Sample. These include 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.

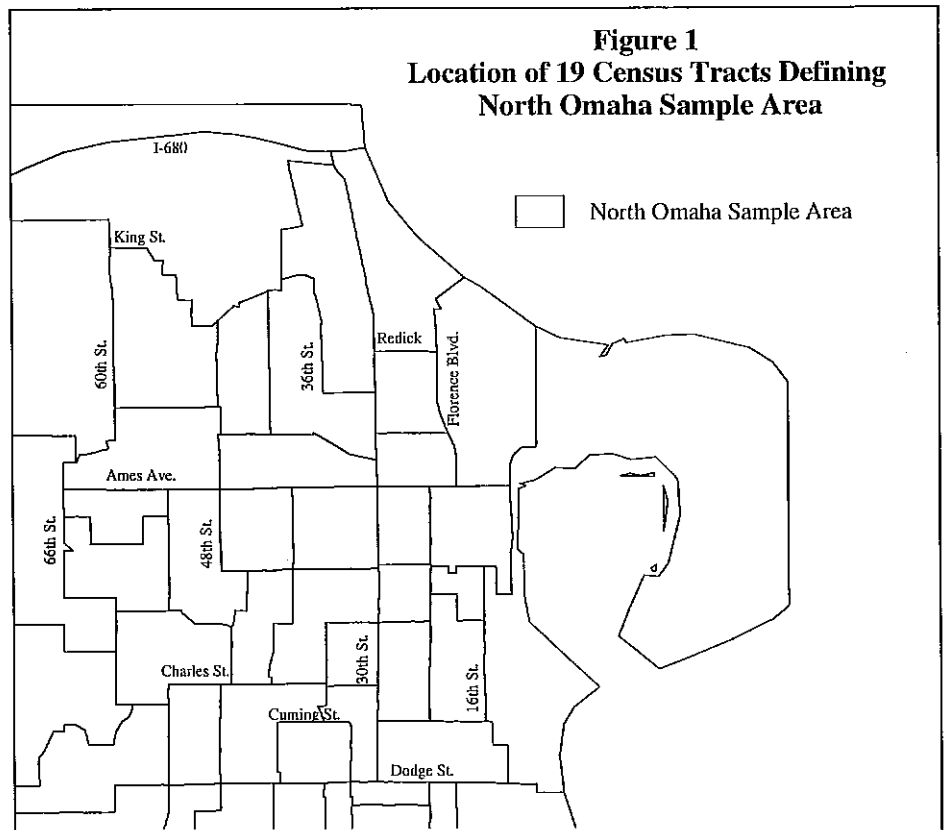
The North Omaha sample consists of 575 completed interviews. The geographic boundaries of the North Omaha sample were selected to include

those census tracts with African-American populations of 40 percent or higher according to the 1990 Census. Figure 1 shows the boundaries of the area included in the North Omaha sample. For a more complete discussion of how the interviews were conducted and for information on respondent characteristics see Appendix.

### Acknowledgments

*The 1993 North Omaha Survey was completed with partial funding from Job Training of Greater Omaha and the City of Omaha's Office of Marketing and Business Development. Their support and the hard work of our community advisory group is gratefully acknowledged.*

**Figure 1**  
Location of 19 Census Tracts Defining  
North Omaha Sample Area



# Perceptions of the Omaha Area

## Key Findings

- Over half (58.8 percent) of the North Omaha respondents either agreed or strongly agreed that the Omaha area's future looks bright.
- More than three out of four (75.5 percent) of the North Omaha respondents agreed or strongly agreed that the Omaha area is an ideal place to live.
- The vast majority of North Omaha respondents thought the Omaha area needed change.
- Compared to respondents in the metropolitan sample, North Omaha respondents are less likely to agree or strongly agree with all statements about the Omaha area. This was the case for both 1993 and 1990.

The Omaha Conditions Survey: 1993 North Omaha Sample asked African-American respondents in North Omaha to indicate their levels of agreement with a series of statements about the Omaha area's quality of life, including the outlook for the future, the quality of leadership, and the need for change. To develop information about views of the Omaha area's quality of life, the interviewers read respondents several different statements. Each person was asked whether he or she strongly agreed, agreed, disagreed, strongly disagreed, or felt neutral about each statement.

Discussion of the results of these inquiries focuses on those respondents who expressed an opinion of agreement or disagreement. Those who were neutral, did not know, or did not respond are excluded from the analysis. This allows comparison with the metropolitan sample

and results from the Omaha Conditions Survey: 1990. Table 1 shows the total number of respondents who agreed or disagreed with each statement and what percent of those strongly agreed, agreed, disagreed, or strongly disagreed. Table 2 compares the percentage of respondents who strongly agreed or agreed with each statement for the North Omaha samples in 1990 and 1993 and the metropolitan samples in 1990 and 1993.

## Outlook on the Future

As table 1 shows, 58.8 percent of the North Omaha respondents either agreed or strongly agreed that the Omaha area's

future looks bright. This is slightly higher than the agreement expressed in the 1990 survey when 57.6 percent of the respondents either agreed or strongly agreed.

Compared to the metropolitan sample, North Omaha respondents are considerably less optimistic about Omaha's future. In the metro sample, 90.5 percent of the respondents either agreed or strongly agreed with the statement on the Omaha area's future. The outlook on the future showed the widest differences between the North Omaha sample and the metropolitan sample. However, table 2 shows that the gap between North Omaha respondents and metro area respondents has changed little since 1990.

**Table 1. Perceptions of the Omaha Area**

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Total Percent	Total Responses
The Omaha area's future looks bright	4.7	54.1	36.6	4.7	100.0	473
The Omaha area is an ideal place to live	5.6	69.8	21.7	2.8	100.0	497
Most residents of the Omaha area are satisfied with things as they are	0.4	13.0	67.3	19.3	100.0	523
The Omaha area is good enough as it is without trying to change it	1.1	6.8	66.1	26.1	100.0	548
The Omaha area has good governmental leaders	1.4	49.8	41.5	7.3	100.0	422
The Omaha area has good corporate leaders	2.9	58.5	33.7	5.0	100.0	419
Younger residents of the Omaha area tend to stay here after completing high school	1.3	40.9	47.8	10.0	100.0	462

Note: Totals may not add to 100.0 percent due to rounding.

**Table 2. Perceptions of the Omaha Area: 1990 and 1993**

Statement	Percent Strongly Agree or Agree			
	North Omaha 1993*	North Omaha 1990†	Metro Sample 1993	Metro Sample 1990
The Omaha area's future looks bright	58.8	57.6	90.5	89.3
The Omaha area is an ideal place to live	75.5	78.8	85.6	84.9
Most residents of the Omaha area are satisfied with things as they are	13.4	16.8	47.9	45.1
The Omaha area is good enough as it is without trying to change it	7.8	10.3	22.8	17.0
The Omaha area has good governmental leaders	51.2	63.0	75.7	77.5
The Omaha area has good corporate leaders	61.3	69.2	88.7	84.8
Younger residents of the Omaha area tend to stay here after completing high school	42.2	37.3	65.1	57.7

\*May not be consistent with table 1 due to rounding.

†These figures include only African-Americans living in the survey area. They differ slightly from figures published earlier in the *Omaha Conditions Survey: 1990 - North Omahans View the Omaha Area* which included all minorities living in the survey area.

## Omaha as a Place to Live

Table 1 shows the responses to the statement that the Omaha area is an ideal place to live. More than three out of four (75.5 percent) of the North Omaha respondents agreed or strongly agreed. This proportion was much higher than that for the outlook for the future or for any of the other statements. This statement also had the highest percentage of respondents who strongly agreed. In 1990, 78.8 percent of the North Omaha respondents agreed or strongly agreed that Omaha was an ideal place to live.

Table 2 shows that compared to the metro sample, North Omaha respondents are not as likely to agree that Omaha is an ideal place to live, but the difference is smaller than for any other aspect.

## The Need for Change

To assess attitudes toward change and the need for change in the Omaha area, each person was asked to respond to two statements. One addressed North Omaha residents' perceptions of satisfaction with the Omaha area, and the second sought to find whether respondents thought the Omaha area was good enough without change.

Table 1 provides information on the percentage of respondents agreeing or disagreeing that most residents of the Omaha area are satisfied with things as they are. As the table shows, a large majority of the respondents (86.6 percent) disagreed or strongly disagreed with the statement, while only 13.4 percent agreed or strongly agreed. The percentage of those who agreed or strongly agreed was slightly less than that reported in 1990 (16.8 percent).

There is a sizable difference between the views of the metropolitan respondents and the North Omaha respondents. For the metro sample, 47.9 percent of the respondents were in agreement that most residents are satisfied with the way things are; a percentage more than three and one-half times greater than that for North Omaha.

Table 1 also indicates that the vast majority of North Omaha respondents thought the Omaha area needed change. In response to the statement that the Omaha area is good enough without change, 92.2 percent disagreed or strongly disagreed. Only 7.8 percent

of the respondents agreed or strongly agreed with the statement. Of all the aspects of the Omaha area, North Omaha respondents were least likely to express agreement with the statement that Omaha is good enough without change. This pattern was similar to 1990 when 10.3 percent of the North Omaha respondents agreed or strongly agreed with the statement.

Table 2 shows that metro sample also thought that Omaha needed change, as only 22.8 percent of the respondents were in agreement with the statement.

## Quality of Leadership

Two statements focused on the quality of governmental and corporate leaders in the Omaha area. Data presented in table 1 indicate approval of the area's leadership has decreased more than any other aspect of the Omaha area since the time of 1990 North Omaha survey. However, table 1 also shows that respondents were least likely to express an opinion of agreement or disagreement about the leadership statements. Only 422 respondents expressed an opinion about governmental leaders and 419 about corporate leaders.

When asked to respond to the statement that the Omaha area has good government leaders, 51.2 percent agreed or strongly agreed. This is significantly lower than the 63.0 percent of the North Omaha sample which agreed or strongly agreed that the area has good government leaders in 1990. In fact, this was the largest decline in any of the statements.

North Omaha respondents also were asked to indicate their agreement or disagreement with the statement that the Omaha area has good corporate leaders. Table 1 shows that 61.3 percent agreed or strongly agreed with the statement that Omaha has good corporate leaders. The rating for corporate leaders is somewhat higher than the rating for governmental leaders, but in both cases the percentage of agreement was lower than that expressed in the 1990 survey. Still over half of the respondents thought that Omaha has good leadership.

The ratings for both governmental leaders and corporate leaders was considerably less for North Omaha respondents than for metro respondents (see table 2). However, for both samples corporate leaders were rated higher than governmental leaders. In the metro sample, 88.7

percent agreed or strongly agreed that Omaha area has good corporate leaders compared to 75.7 for good governmental leaders.

## Retention of Younger Population

Respondents were asked to express agreement or disagreement with the statement that younger residents of the Omaha area tend to stay here after completing high school. Less than half (42.2 percent) of the respondents agreed or strongly agreed with the statement. This question showed the most improvement from the 1990 Survey when 37.3 percent of the respondents agreed or strongly agreed with the statement.

Compared to the metropolitan sample, North Omaha respondents again had lower rates of agreement. In the metro sample, 65.1 percent of the respondents agreed or strongly agreed that younger residents tend to stay in Omaha after high school.

## Comparison of Omaha Conditions Survey: 1993 and 1990

Looking at table 2 several patterns emerge:

1. Compared to respondents in the metropolitan sample, North Omaha respondents are less likely to agree or strongly agree with all statements about the Omaha area. This was the case for both 1993 and 1990.
2. With the exception of governmental leaders, there is little change in ratings of North Omaha respondents between 1993 and 1990. There also is very little change for the metropolitan sample.
3. Even though there is not much difference between 1993 and 1990, more ratings dropped than rose in the North Omaha samples. On the other hand, for the metropolitan samples, more ratings rose than dropped.
4. Aspects of the Omaha area that received relatively higher levels of agreement in the metropolitan samples also received relatively higher levels of agreement in the North Omaha samples.

# Best and Worst of North Omaha and Its Neighborhoods

## Key Findings

- Two categories of “quality of life and people,” followed by issues of “convenience and accessibility” were viewed as the best things about North Omaha neighborhoods.
- Two aspects of “appearance and repair,” followed by “gang activities,” were viewed as the worst things about North Omaha neighborhoods.
- “Gangs” and “dilapidated, run-down houses and yards, need to clean it up” were mentioned most frequently as priority issues to address in North Omaha neighborhoods. These categories were also referred to as describing the worst things about North Omaha neighborhoods.
- Absence of job opportunities, discrimination, and lack of education were given as the primary reasons for unemployment in North Omaha. These reasons were also mentioned as obstacles to upward job mobility.

One of the primary purposes of the Omaha Conditions Survey: 1993 North Omaha Sample was to collect information on how residents view the North Omaha area and its neighborhoods—what are the best and worst attributes and what problems should leaders be addressing.

Two open-ended questions on the survey asked respondents their opinions on the best and worst things about their neighborhood. Another open-ended question asked respondents what they felt was the most important problem that their neighborhood should be trying to address.

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.

## The Best About North Omaha Neighborhoods

Table 3 presents information regarding the three things stated most frequently as being the “best” about respondents’ neighborhoods. The top two response categories could be labeled as referring to “quality of life and people” issues. The third reason yielded a significantly lower response than the first two and refers to issues of “convenience and accessibility.”

## The Worst About North Omaha Neighborhoods

The “appearance and repair” of neighborhoods led the list of the “worst” things about respondents’ neighborhoods. Table 4 lists the ten most frequent categories stated in response to this question. The third category “gang activity” ranked higher in the 1993 North Omaha Sample than it did in the metro sample in which “gangs” ranked tenth, both as a priority problem for respondents’ neighborhoods and as one of the worst things about respondents’ neighborhoods.

**Table 3. Respondents’ Views of the Best About North Omaha Neighborhoods**

Rank		Percent
1	Quality of life, quiet neighborhood, relaxed, family oriented, comfortable	27.9
2	Like the people, friendly neighbors, friendly people	22.0
3	Location is convenient, accessible, stores, services are good	7.3
4	Low or no crime, feel safe	3.8
5	Clean neighborhood, low pollution, not crowded	3.3
6	Racial mix	2.6
7	Good schools	2.4
7	Good neighborhood organizations, neighborhood watch	2.4
9	Good neighborhood, community involvement	1.9
10	Good bus service	1.6

## Priority Issues to Address in North Omaha Neighborhoods

Just as "gangs" ranked high on the list of worst things about respondents' neighborhoods, this was mentioned most frequently in response to the question of what was the most important problem to be addressed in respondents' neighborhoods. As shown in table 5, this category is followed by "dilapidated, run-down houses and yards, need to clean it up." Respondents also referred to this category in describing the worst things about their neighborhoods.

## Reasons for Unemployment in North Omaha

Respondents were told, "The unemployment rate in North Omaha is about 12 percent. This is four times higher than the greater Omaha area." Respondents were then asked what they felt were the three biggest reasons for such high unemployment in North Omaha. Table 6 describes the top ten reasons stated as contributing to this elevated unemployment rate in North Omaha. It is interesting to note the three categories that emerged as primary are very similar to those shown in table 19 of this report as being major obstacles to upward job mobility, although not in the same rank order. These categories include: absence of job opportunities; discrimination; and lack of education.

**Table 4. Respondents' Views of the Worst About North Omaha Neighborhoods**

Rank		Percent
1	Dilapidated/run down houses & yards, need to clean it up, development of homes, too much trash	11.7
2	Street repair/maintenance, sewers, no sidewalks, streetlights covered	8.9
3	Gang activity	7.5
4	Kids, lack of supervision	5.1
5	People in the neighborhood, too crowded	3.5
5	Loud music, noise	3.5
7	Traffic, interstate is too close	3.3
8	Drugs	3.1
8	Violence	3.1
10	Limited shopping, entertainment, parks, churches	2.8

**Table 5. Respondents' Views of the Priority Issues to Address in North Omaha Neighborhoods**

Rank		Percent
1	Gang activity	11.5
2	Dilapidated, run down houses and yards, need to clean it up	9.2
3	Drugs	8.4
3	Crime	8.4
5	Kids, lack of supervision	7.5
6	Lack of community cooperation, leadership, no neighborhood watch, revitalization	6.8
7	Lack of youth activities, facilities	6.4
8	Limited job/business opportunity, build up more	5.9
9	Street repair, maintenance, sewers	3.5
10	Violence	3.3

**Table 6. Respondents' Views of the Reasons for Unemployment in North Omaha**

Rank		Percent
1	Lack of jobs, businesses, opportunities	29.6
2	Discrimination, prejudice, racism, stereotyping	12.9
3	Lack of education	11.8
4	Don't want to work, don't try to get a job	8.4
5	Low self esteem, poor attitudes, apathy	3.0
6	Skill, job mismatch, lack of experience	2.6
7	Lack of community leadership, cooperation, government, lack of communication, poor government leaders, system is messed up	2.3
8	Low pay, no benefits, no overtime	2.1
8	Lack of/insufficient training	2.1
8	Lack of/no transportation	2.1



# Shopping

## Key Findings

- African-American households in the North Omaha survey area generated \$81.0 million in annual spending for groceries; women's, men's, and children's clothing; pharmacy and drug items; and medical and health services.
- Less than one-fourth of the spending by African-American households in North Omaha was made in the area.
- The items most likely to be purchased in the North Omaha area were pharmacy and drug items (52.1 percent), followed closely by financial services (46.3 percent) and groceries (43.1 percent). On the other hand, almost no one bought clothing in the area (4.5 percent).
- The shopping areas used most often were Crossroads and businesses along Saddle Creek. The area least mentioned was 24th and Lake.

The Omaha Conditions Survey: 1993 North Omaha Sample asked respondents several questions relating to their shopping patterns.

## Shopping Areas

The first question gave respondents a list of shopping areas and asked them if they had shopped there at any time during the past month. These areas were selected because they were either in the survey area, or it was thought that residents of North Omaha shopped there. From table 7 it can be seen that the most used shopping area was Crossroads, where 78.2 percent of the respondents said they shopped in the past

month. This was followed closely by Saddle Creek, where 74.0 percent said they shopped. Other areas where at least half of the respondents shopped were Westroads (65.9 percent), 30th and Ames (60.8 percent), 72nd and Ames (59.9 percent), and 90th and Fort (54.7 percent). The area least mentioned was 24th and Lake (17.2 percent).

The survey also asked respondents in what one shopping area had they spent the most money during the past month. These results are presented in table 8. Again Crossroads was most often mentioned with 35.5 percent of the respondents saying they spent the most money there. This was followed by Westroads at 16.0 percent of the respondents. Together these two shopping centers were mentioned by more than half of the African-American respondents in North Omaha as the shopping area where they spent the most money.

When asked why they spent more in a particular shopping area, the reason most often given was location or convenience of the area (24.2 percent), as shown on table 9. The next most often given reason was that the area had a specific store or item that the respon-

dent wanted (13.2 percent). Variety was also often given both in terms of the number of stores and the variety of products available.

The majority of the respondents used their personal car to go to the shopping area, but 15.6 percent used some other means (see table 10). Other means of transportation were bus and ride with a friend.

**Table 8. At what ONE shopping area has your household spent the most IN THE LAST MONTH for items OTHER than groceries?**

Shopping Area	Spent Most (percent)
Crossroads	35.5
Westroads	16.0
Other	13.1
Saddle Creek	8.4
90th & Fort	6.8
30th & Ames	6.4
72nd & Ames	6.3
Florence	4.9
Don't know	1.6
Benson	0.5
24th & Lake	0.5
Total	100.0

**Table 9. Why did you spend more at this particular shopping area?**

Reason	Percent
Location/convenience	24.2
Has specific item/store	13.2
Variety of stores	9.6
Variety of products/selection	8.7
Don't know	8.4
Like it there	8.0
Good prices	7.3
Has what I need	6.1
Other	4.9
Sales	3.8
Quality	1.7
Charge account there	1.6
School clothes	0.9
Keep money in area	0.7
No reason	0.5
Parking	0.3
Total	100.0*

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

**Table 7. In which of the following areas have you or members of your household shopped, regardless of whether you bought anything, during the past month?**

Shopping Area	Yes	Not	Don't
	Shopped	Shopped	Know
	(Percent of Respondents)		
Crossroads	78.2	21.4	0.3
Saddle Creek	74.0	25.4	0.5
Westroads	65.9	33.4	0.7
30th & Ames	60.8	39.0	0.2
72nd & Ames	59.9	39.5	0.5
90th & Fort	54.7	44.9	0.3
Florence	37.3	62.0	0.7
Benson	36.6	62.9	0.5
24th & Lake	17.2	82.6	0.2

Note: Rows may not add to 100.0 percent due to rounding.

**Table 10. How do you or members of your household usually get to the stores where you shop?**

Transportation	Percent
Car	84.3
Bus	8.0
Ride with friend	4.7
Other	2.1
Not sure	0.5
Walk	0.3
Total	100.0*

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

**Products and Services**

The next series of questions dealt with specific types of products and services. For each product or service, respondents were asked how much money they spent during the month prior to the survey, the name and the location of the store where they purchased the item the most, and why they liked that store of business. Because the survey asked about purchases made in the prior month, it is important to remember the survey was conducted in August. The items were chosen in consultation with community leaders and include:

- 1) Groceries,
- 2) Women's clothing,
- 3) Men's clothing,
- 4) Children's clothing,
- 5) Pharmacy and drug items,

- 6) Medical and health services, and
- 7) Checking, saving, and other banking services.

Table 11 classifies the location of the store based on where it was located in relation to the survey area. Staff at CPAR took the responses from the surveys and classified them into four categories. "Buy in survey area" means the location specified was in the 19 census tracts from which the North Omaha sample was drawn. "Don't buy in area" means the location of the store or business was outside the survey area. "Don't buy product" means that no one in the respondent's household purchased the product or service. "Location uncertain" means that the respondent either gave a store name but not a location, did not know where the product or service was purchased, or gave a name for which we could not find a location.

Table 11 includes only those respondents who said their household purchased a product or service in the month prior to the survey and gave a specific location. The percentage of respondents who purchased the item in North Omaha is also presented in figure 2. To arrive at the total number of African-American households in the North Omaha survey area who shopped within or outside the area, the percentages in table 11 were multiplied by the total number of African-American households in the area (10,674).

The items most likely to be purchased in North Omaha were pharmacy or drug items, as over half of the African-American respondents in North Omaha said they purchased these items in a store located in the survey area.

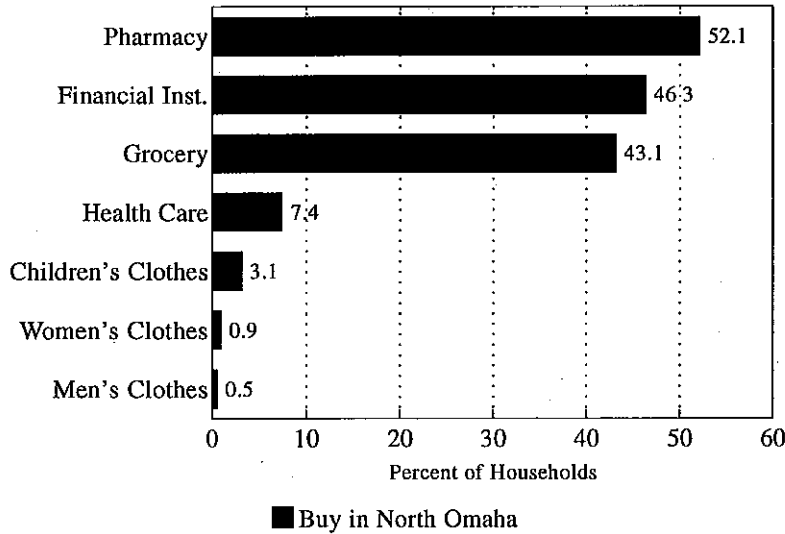
Services offered by financial institutions and groceries also were likely to be purchased at locations in North Omaha, as more than two of every five respondents mentioned locations within the area. For each of the four remaining items, more than 90 percent of the respondents left the North Omaha area to make purchases. Almost no one bought men's or women's clothes in North Omaha, as more than 99 percent purchased these items outside the survey area.

Table 12 presents the average amount spent by each household for a specific item during the month prior to the survey. Using information from table 12, table 13 presents estimates of total spending for all African-American households in the survey area. All households are included even if they did not purchase the item during the month. It is important to include these households because it allows us to come up with total expenditures for all households in the North Omaha survey area. To evaluate the reasonableness of this spending, we compared the results of the Omaha Conditions Survey to averages for African-American households from the national Consumer Expenditure Survey.

**Table 11. Location of the Store or Business Where Most Purchases Were Made, for Households Which Purchased Item in Previous Month and Gave a Specific Location**

	Groceries	Women's Clothes	Men's Clothes	Children's Clothes	Pharmacy/ Drugs	Med/Health Care	Financial Institution
(Percent of Households)							
Buy in survey area	43.1	0.9	0.5	3.1	52.1	7.4	46.3
Didn't buy in survey area	56.9	99.1	99.5	96.9	47.9	92.6	53.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(Number of African-American Households in North Omaha Survey Area)							
Buy in survey area	4,600	96	53	331	5,561	790	4,942
Didn't buy in survey area	6,074	10,578	10,621	10,343	5,113	9,884	5,732
Total	10,674	10,674	10,674	10,674	10,674	10,674	10,674

**Figure 2**  
**Shopping Patterns of African-American Households in North Omaha Survey Area**



Includes households which purchased item in previous month and gave a specific location.

**Medical or Health Services.** The next highest spending came for medical or health services. An average of \$215 was spent per month by respondents. Some caution should be exercised in interpreting this number because it is unclear exactly what is being measured. The question simply asked how much was spent and did not identify the source of the spending. Therefore, some of the \$215 may have been directly from the household, but some of it may have been by a third party such as an insurance company or the government. In addition, we do not know if some people included insurance premiums in this total.

Despite the above concerns, we can say that \$27.5 million in medical and health care expenditures were generated from African-Americans living in North Omaha. Most of the \$27.5 million left the area, as only \$2.0 million was spent in the North Omaha survey area. Respondents used medical and health services from all over the Omaha area, but the place most often mentioned for health care was the University of Nebraska Medical Center.

**Women's, Men's, and Children's Clothing.** The next largest spending category was women's clothing and was followed by children's and men's clothing. Spending averaged \$108 a month for women's clothes, \$87 a month for children's clothes, and \$85 a month for men's clothes. Compared to the figures from the national Consumer Expenditure Survey, it appears that clothing purchases are about twice as high in the North Omaha survey area than nationally. Much of the reason for

**Table 12. Amount of Spending for Items Purchased During the Month Prior to Survey**

	Average Per Household (Dollars)
Groceries	218
Women's clothes	108
Men's clothes	85
Children's clothes	87
Pharmacy/drugs	59
Medical/health care	215

**Groceries.** The largest expenditure item was groceries, as an average of \$218 was spent per household (table 12). This number is close to the national number. If this held for all 10,674 African-American households in the survey area, total annual spending for groceries would be \$27.9 million (table 13). Of this amount \$12.0 million stayed in the North Omaha survey area, but \$15.9 million was spent elsewhere. The store where most people shopped was located in the survey area and was the Baker's at 50th and Ames.

**Table 13. Estimated Annual Spending Based on the Prior Month's Purchases**

	Groceries	Women's Clothes	Men's Clothes	Children's Clothes	Pharmacy/ Drugs	Med/Health Care
Total annual expenditures	\$27,900,000	\$6,900,000	\$5,500,000	\$5,600,000	\$7,600,000	\$27,500,000
Annual expenditures in survey area	\$12,000,000	\$100,000	NA*	\$200,000	\$4,000,000	\$2,000,000
Annual expenditures out of survey area	\$15,900,000	\$6,800,000	\$5,500,000	\$5,400,000	\$3,600,000	\$25,500,000

Note: Expenditures are rounded to the nearest \$100,000.  
 \*Spending is less than \$50,000 and is not reported.

the difference can be explained by the time of the year of the survey. Because the survey was conducted in August, much of the spending could have been for school clothes and not typical monthly spending. Comments by the respondents also indicated that their spending was for school clothes. As a result, the total expenditure numbers for clothing found in table 13 were adjusted to account for the differences.

Most of the spending for clothing was at Crossroads and Westroads. In particular, Younkers was important for women; Younkers and JC Penney for men; and Sears and JC Penney for children.

Table 13 shows that African-American households in North Omaha spent \$18.0 million for clothing, with all but \$300,000 leaving the area.

**Pharmacy and Drug Items.** The final category of purchases was pharmacy and drug items. Spending on these items averaged \$59 a month. Similar to the discussion on health and medical spending, some of this spending may have been by a third party. The most used location was the Walgreens at 50th and Ames.

Total annual spending on pharmacy and drug items by African-American households in North Omaha was estimated to be \$7.6 million. Most of this money stayed in the area as \$4.0 million was spent in the area and \$3.6 million was spent outside the area.

**Checking, Saving, and Other Banking Services.** Although the survey did not ask respondents about their balances in various accounts, it did ask them if they had a checking account, a savings account, or any loans outstanding. Table 14 shows that 55.4 percent of the respondents had a checking account and 52.1 percent had a savings account. In addition, 36.4 percent of the respondents had outstanding loans. No single banking location stood out as being used more than any other. There were at least a half dozen that were each used by 4 to 6 percent of the respondents.

### Reasons for Shopping At a Specific Store

Respondents were asked why they usually made purchases at the specific store that they mentioned. Interviewers classified the answers into the categories found in table 15. The totals do not add to 100 percent because respondents could give more than one answer. Comparing tables 15 and 9, shows that for items purchased in North Omaha (groceries, pharmacy and drug items, and banking services) convenience was likely to be the most important reason for shopping at a specific location. For the remaining items, quality, prices, and other reasons were more likely. In other words, for items purchased on a regular basis, where convenience is important, respondents made significant purchases in the area. But for purchases that were not purchased regularly, respondents shopped around the Omaha area for price and quality.

**Table 14. Checking, Savings, and Banking Services**

	Yes	No	Don't Know
(Percent of Respondents)			
Checking account	55.4	41.8	2.8
Savings account	52.1	44.8	3.1
Loans outstanding	36.4	59.9	3.7

**Table 15. Why do you usually purchase the following items from a specific store mentioned?**

Reason	Groceries	Women's Clothes	Men's Clothes	Children's Clothes	Pharmacy/ Drugs	Med/Health Care	Financial Institution
(Percent of Respondents)							
Convenience	35.0	10.5	7.0	5.7	39.5	12.0	23.9
Quality	16.2	22.3	18.1	14.3	1.4	4.4	5.6
Prices	31.7	21.8	22.0	29.4	13.6	3.0	0.9
Quality/price	5.4	4.0	5.7	5.4	1.2	0.2	0.3
Close to work	1.7	0.3	0.2	0.5	1.0	0.9	2.8
Service	8.5	1.7	1.4	0.5	5.4	7.7	10.5
In the community	7.7	1.6	0.5	0.7	6.8	3.0	3.8
Don't know	6.1	15.7	16.4	15.7	10.1	12.0	21.4
Other	31.7	30.7	28.4	21.3	32.1	58.9	32.1

Note: Respondents could give more than one answer.

# Labor Force Profile

## Key Findings

- The Omaha Conditions Survey: 1993 North Omaha Sample measured an unemployment rate of 14.6 percent. This is about five times higher than the unemployment rate measured in the Omaha Conditions Survey: 1993 Metro Sample. About 2,000 African-American adults living in North Omaha are unemployed.
- The rate of underemployment for African-American adults living in North Omaha is roughly twice that of all adults with jobs in the greater Omaha area. About 4,700 African-Americans living in North Omaha are underemployed.
- Overall, about one-third of all African-American adults living in North Omaha (about 7,000 persons) are in some way not fully participating in the local labor market. They either cannot find work; or they take work for which they consider themselves overqualified or that provides insufficient hours; or, despite being willing and able to work, they do not look for work because they believe nothing is available.
- About two-thirds of employed African-American adults living in the North Omaha survey area (7,500 persons) work outside North Omaha.
- About one out of ten African-American adults who live in North Omaha and are employed outside the home (1,100 persons) ride the bus to work.

## Labor Utilization

One objective of the Omaha Conditions Survey: 1993 was to measure how well the potential labor force is utilized in the local economy.

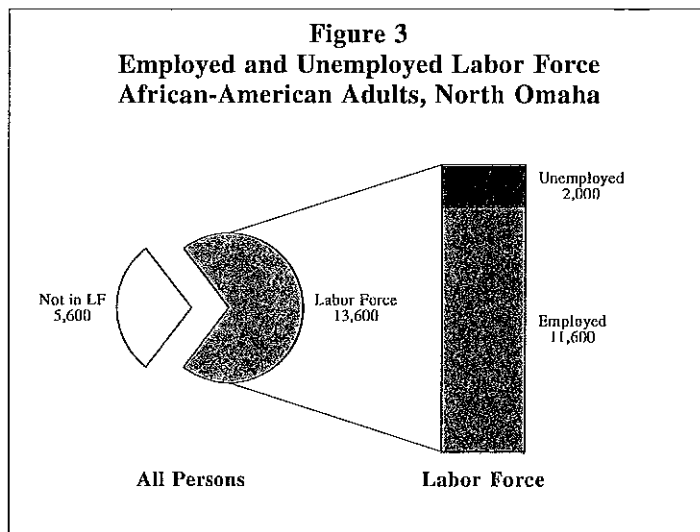
To the extent possible, the Omaha Conditions Survey: 1993 measured labor utilization in North Omaha using standard U.S. Department of Labor concepts of labor force, employment, and unemployment. These labor force concepts are defined in the box on page 12. Because unemployment alone may not adequately describe how well an area's labor force is utilized, the survey also included questions to measure underutilized labor among the employed (underemployment) and among persons not in labor force (discouraged not in labor force). This profile includes estimates of the number of African-American adults in each of several labor force statuses. These estimates were produced by inflating the survey results based on 19,189 African-American adults in North Omaha (1990 Census) and rounding to the nearest 100.

**Labor Force Participation.** Of the roughly 19,200 African-American adults living in the 19 North Omaha tracts, an estimated 13,600 are partici-

pating in the labor force. The labor force participation rate is 70.9 percent.

**Unemployment.** About 2,000 African-American adults in North Omaha are unemployed. The unemployment rate is 14.6 percent. Figure 3 illustrates the employed and unemployed labor force measured by the Omaha Conditions Survey: 1993 North Omaha Sample.

**Underemployment.** Of an estimated 11,600 employed persons, 40.2 percent (4,700 persons) are what could be termed as underemployed. For the Omaha Conditions Survey: 1993, persons who identified themselves as having to settle for jobs they were overqualified for because nothing better was available were counted as underemployed. Also counted as underemployed were persons working part time who said they wanted to be working an additional 5 or more hours per week. Of the estimated 4,700 total underemployed, 86.5 percent (4,000 persons) report having to settle for jobs for which they are overqualified but being satisfied with their hours. Another 7.5 percent (400 persons) work part time and want more hours but do not consider themselves overqualified for their jobs. Finally, 6.0 percent (300 persons)



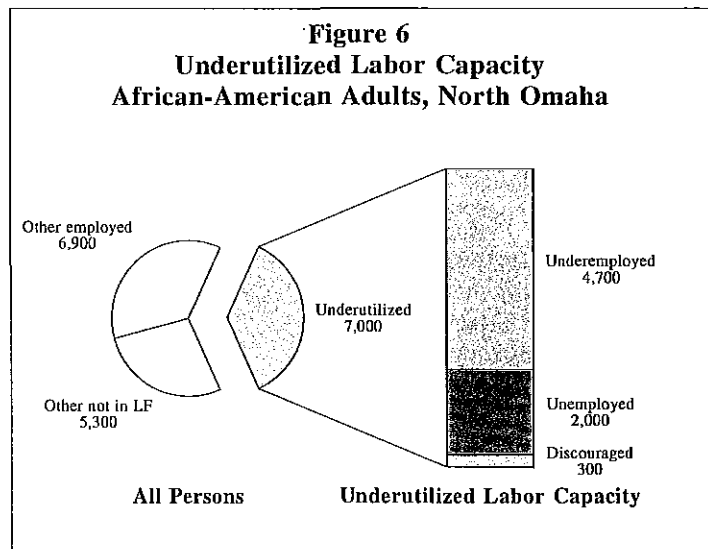
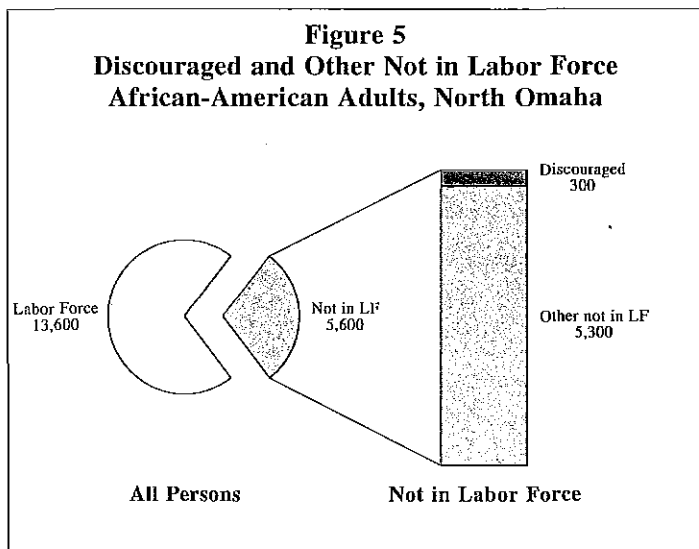
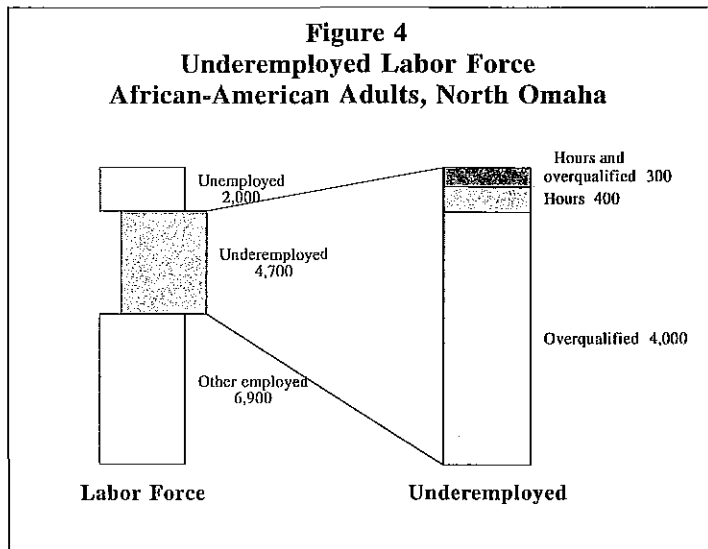
work only part time, want more hours, and identify themselves as having had to settle for jobs for which they were overqualified. Figure 4 illustrates the underemployed labor force measured by the Omaha Conditions Survey: 1993 North Omaha Sample.

**Discouraged Not In Labor Force.**

An estimated 5,600 African-American adults living in North Omaha are not in the labor force, meaning they are neither employed nor actively looking for work. Most such persons do not want jobs (retirees, homemakers, students). Some, however, do want jobs but are not actively looking because they believe no suitable jobs are available. The Department of Labor terms such persons “discouraged workers” or “discouraged not in labor force.” Of all survey respondents not in the labor force, 4.9 percent said they wanted jobs and were available for work although they had not looked for work in the last month. (Had they looked for work in the last month, they would have been counted as “unemployed” rather than “not in the labor force.”) Approximately 300 African-American adults in North Omaha are discouraged not in labor force by these definitions. Figure 5 illustrates the discouraged and other not in labor force measured by the Omaha Conditions Survey: 1993 North Omaha Sample.

**Underutilized Labor Capacity.** By measuring the underemployed and discouraged not in labor force together with the unemployed, a more complete picture of the area labor market emerges. Taken together, the underemployed, discouraged not in labor force, and the unemployed can be thought of as labor capacity that is in some way underutilized. Were new jobs to become available in the area, these people would be the most likely to apply for them.

Over one-third of African-American adults in North Omaha (about 7,000 persons) fall into one of these three categories. Figure 6 illustrates the adults underutilized in the labor market as measured by the Omaha Conditions Survey: 1993 North Omaha Sample.



## Characteristics of Persons with Jobs

In addition to looking at labor force utilization, the Omaha Conditions Survey: 1993 North Omaha Sample also measured characteristics of the employed labor force.

**Multiple-job Holders.** Of the estimated 11,600 persons with jobs, 10.1 percent (1,200 persons) hold more than one job.

**Self-employed.** Of all persons with jobs, 7.7 percent (900 persons) are self-employed. The remaining 92.3 percent (10,700 persons) report working for someone else.

**Temporary-job Holders.** Of the estimated 10,700 workers who are not self-employed, 11.2 percent (1,200 persons) hold temporary jobs.

**Part-time Workers.** Of all persons with jobs, 12.5 percent (1,400 persons) work part time, defined by the Department of Labor as fewer than 35 hours per week.

**Earnings.** About one in five workers (21.5 percent) earns less than \$10,000 per year. Two out of five (39.0 percent) earn between \$10,000 and \$19,999 per year. Another 26.4 percent earn between \$20,000 and \$29,999 per year, and 13.2 percent earn over \$30,000 per year.

## Comparison of Omaha Conditions Survey: 1993 North Omaha and Metro Samples

A comparison of results from the Omaha Conditions Survey: 1993 North Omaha Sample with the Omaha Conditions Survey: 1993 Metro Sample reveals several differences as well as similarities in the composition of the labor force.

### Differences:

- The labor force participation rate of the North Omaha sample (70.9 percent) is lower than

that of the metro sample (78.3 percent).

- The unemployment rate of the North Omaha sample (14.6 percent) is five times higher than the unemployment rate for the metro sample (2.9 percent).

- The percentage of the employed who are underemployed is about twice as high in the North Omaha sample as in the metro sample. In the North Omaha sample, 40.2 percent of those with jobs were underem-

## Labor Force Concepts

People's job situations vary greatly. Some have full-time jobs. Others have only part-time jobs—some by choice, others because they cannot find full-time work. Some hold temporary jobs while others hold permanent jobs. People may have their own business or work for somebody else, and they might have just one job or several. Some do not have jobs at all because they cannot find work. Others, such as students, homemakers, or retired persons, may choose not to have jobs outside the home. People bring different levels of skill and training to the job market, as well as different interests and aptitudes. The variations are almost endless.

To study an area's labor market, it is necessary to have some method of classifying all of these numerous different job situations into a manageable number of groups. The U.S. Department of Labor does this by classifying people aged 16 and older into three groups—employed, unemployed, and not in the labor force.

The **employed** are defined as persons who, during a given week:

- Do any work at all for pay or profit;
- Do 15 or more hours of unpaid work for a family farm or business;
- Are temporarily absent from work because of illness, bad weather, vacation, or labor-management dispute.

The **unemployed** are persons not employed as defined above and who:

- Have looked for work in the last four weeks and are avail-

able for work (except for temporary illness);

- Are on temporary layoff;
- Are waiting to report to a new job within the next 30 days.

The **not in the labor force** are persons who are neither employed nor unemployed as defined above. Examples include retirees, students, and homemakers.

The employed and unemployed compose 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.

The Omaha Conditions Survey: 1993 followed the Department of Labor's standard concepts as much as possible. Two minor differences prevent absolute comparability of the Omaha Conditions Survey labor force measures with those of the Department of Labor. First, the Omaha Conditions Survey measured persons aged 18 and older rather than 16 and older. Second, the Omaha Conditions Survey included military personnel. Military personnel are not ordinarily counted in labor force statistics at the local level, but they are counted at the national level.

Percentages reported in this profile are from the Omaha Conditions Survey: 1993 sample of 575 persons. Counts are estimated by inflating the survey results based on 19,189 African-American adults in North Omaha (1990 Census) and rounding to the nearest 100.

ployed compared with 22.7 percent in the metro sample.

- Earnings are lower among respondents in the North Omaha sample. In the North Omaha sample, 13.2 percent earn over \$30,000 per year compared with 38.4 percent in the metro sample. Likewise, 60.5 percent of the North Omaha sample earn under \$20,000 per year compared to 38.4 of the metro sample.
- Respondents in the North Omaha sample have a different occupational mix than those in the metro sample. Only 19.9 percent of workers in the North Omaha sample hold managerial/professional jobs compared with 35.0 percent in the metro sample. On the other hand, 33.7 percent of workers from the North Omaha sample are employed in service occupations compared with 21.7 percent of the metro sample. Similarly, 17.6 percent in the North Omaha sample are in driver/handling/laborer occupations compared with 10.2 percent of the metro sample.

Similarities:

- Although the incidence of underemployment overall is much higher in North Omaha, the proportions of the underemployed who are overqualified, have too few hours, and are both overqualified and have too few hours are similar for both samples.
- The percentage of workers holding more than one job is similar for both samples.
- The percentage of workers who are self-employed is similar for both samples, as is the percentage of those not self-employed who hold temporary jobs.
- The percentage of all workers employed parttime is similar for both samples.

**Comparison of Omaha Conditions Survey: 1993 and 1990 North Omaha Samples**

The Omaha Conditions Survey: 1993 North Omaha Sample provides an opportunity to look at change in the labor force over time by comparing results with those from the Omaha Conditions Survey: 1990 North Omaha Sample.

Readers should note that differences in geographic coverage and seasonality may affect this comparison. Following the recommendation of community leaders, the Omaha Conditions Survey: 1993 North Omaha Sample covered a larger geographic area than did the earlier survey. Also, the Omaha Conditions Survey: 1993 was conducted in the summer while the earlier survey was conducted in the winter.

With these cautions in mind, comparison of labor force indicators from the two surveys reveals one clear change and two possible changes.

The clear change is a higher labor force participation rate. Labor force participation was measured at 70.9 percent in 1993 and 58.5 percent in 1990.

This increase in labor force participation mirrors a similar increase measured for the Omaha area over the same time period.

One possible change is a downward shift in the percentage of self-employed, measured at 7.7 percent of employed persons in 1993 and 14.4 percent of employed persons in 1990. The other possible change is a shift in proportions of the components of underemployment: Persons saying they had to settle for jobs for which they were overqualified accounted for a slightly larger share of the total underemployed in 1993 than in 1990. Likewise, persons working parttime and wanting more hours accounted for a slightly smaller share of the underemployed in 1993 than in 1990. These apparent changes may be real, but they also may be simply the result of error inherent in the survey process.

Tables 16 and 17 compare the results of the Omaha Conditions Survey: 1993 North Omaha Sample with the 1993 Metro Sample and the 1990 North Omaha Sample for selected labor force variables.

**Table 16. Adult Labor Force Status, North Omaha and Metro Samples**

	African-Americans 18 and Older North Omaha, 1993		All Persons 18 and Older Metro Sample, 1993	African-Americans 18 and Older North Omaha, 1990*
	Number	Percent	Percent	Percent
Total persons:				
In labor force	13,600	70.9	78.3	58.5
Not in labor force	5,600	29.1	21.7	41.5
Labor force:				
Unemployed	2,000	14.6	2.9	12.3
Employed	11,600	85.4	97.1	87.7
Employed:				
Underemployed	4,700	40.2	22.7	35.0
Other employed	6,900	59.8	77.3	65.0
Underemployed:				
Overqualified and too few hours	300	6.0	8.1	8.6
Too few hours only	400	7.5	10.3	14.3
Overqualified only	4,000	86.5	81.6	77.1
Not in labor force:				
Discouraged	300	4.9	3.5	8.6
Other not in labor force	5,300	95.1	96.5	91.4

\*These figures include only African-Americans living in the survey area. They differ slightly from figures published earlier in the *Omaha Conditions Survey: 1990 - North Omahans View the Omaha Area* which included all minorities living in the survey area. In addition, the 1990 North Omaha Sample covered a smaller geographic area than did the 1993 North Omaha Sample.



### Place of Work and Journey to Work

Survey respondents with jobs were asked to identify the nearest intersection to their place of work. Respondents were also asked a series of questions regarding their journey to work. Results are summarized in table 18.

**Place of Work.** Approximately 11,600 employed African-Americans are estimated to live in the North Omaha survey area. About two-thirds (64.7 percent, or 7,500 persons) work outside the survey area. About 28.7 percent (3,300 persons) work inside the

survey area although not in their homes. Another 2.4 percent (300 persons) work at home, and 4.2 percent (500 persons) hold jobs that do not have fixed work sites.

**Transportation to Work.** Of approximately 11,300 employed African-Americans working outside the home, 78.2 percent (8,800 persons) drive alone to work in their own vehicles. About one in ten (9.5 percent, or 1,100 persons) take the bus to work. Another 7.1 percent (800 persons) car pool to work.

**Travel Time and Distance to Work.** About 10,800 African-Americans living in the North Omaha area are employed at fixed locations other than their homes. Survey respondents in these circumstances reported a median travel time between home and work of 15 minutes. The median travel distance between home and work is 5 miles.

**Table 17. Characteristics of Persons with Jobs, North Omaha and Metro Samples**

	African-Americans 18 and Older With Jobs North Omaha, 1993		All Persons 18 and Older With Jobs Metro Sample, 1993	African-Americans 18 and Older With Jobs North Omaha, 1990*	
	Number:	Percent		Percent	
Persons with jobs:					
Holding more than one job	1,200	10.1	13.1	13.5	
Holding one job only	10,400	89.9	86.9	86.5	
Persons with jobs:					
Self-employed	900	7.7	13.8	14.4	
Working for someone else	10,700	92.3	86.2	85.6	
Working for someone else:					
In temporary jobs	1,200	11.2	9.1	15.7	
In permanent jobs	9,500	88.8	90.9	84.3	
Persons with jobs:					
Working parttime	1,400	12.5	14.0	27.9	
Working fulltime	10,200	87.5	86.0	72.1	
Persons with jobs:					
Earning \$30,000 or more per year	1,500	13.2	38.4	5.1	
Earning \$20,000 to \$29,999 per year	3,100	26.4	23.2	20.2	
Earning \$10,000 to \$19,999 per year	4,500	39.0	26.8	45.5	
Earning less than \$10,000 per year	2,500	21.5	11.6	29.3	
Persons with jobs:					
Professional/managerial occupations	2,300	19.9	35.0	13.5	
Sales occupations	500	4.1	4.4	3.8	
Clerical occupations	2,000	17.3	16.1	21.2	
Technical trade/craft occupations	800	6.7	9.0	7.7	
Farm/ranch occupations	50	0.3	0.8	0.0	
Service occupations	3,900	33.7	21.7	36.5	
Driver/handling/laborer occupations	2,000	17.6	10.2	17.3	
Other occupations	50	0.3	2.6	0.0	

Note: Totals may not add to 100.0 percent due to rounding.

\*These figures include only African-Americans living in the survey area. They differ slightly from figures published earlier in the *Omaha Conditions Survey: 1990 - North Omahans View the Omaha Area* which included all minorities living in the survey area. In addition, the 1990 North Omaha Sample covered a smaller geographic area than did the 1993 North Omaha Sample.

**Table 18. Place of Work and Journey to Work, North Omaha Sample**

	African-Americans 18 and Older With Jobs North Omaha, 1993	
	Number	Percent
Place of work:		
Employed persons, total	11,600	
Work outside survey area	7,500	64.7
Work inside survey area, not at home	3,300	28.7
Work inside survey area, at home	300	2.4
Travel, work site varies	500	4.2
Transportation to work:		
Employed persons not working at home	11,300	
Drive alone in own vehicle	8,800	78.2
City bus	1,100	9.5
Car pool	800	7.1
Walk	300	2.8
Other	300	2.5
Travel time to work:		
Employed persons with fixed work site other than at home	10,800	
Less than 10 minutes	1,700	15.3
10 to 19 minutes	5,300	49.0
20 to 29 minutes	2,400	22.6
30 to 39 minutes	1,100	9.9
40 minutes or more	300	3.2
Distance from home to work:		
Employed persons with fixed work site other than at home	10,800	
Less than 3 miles	2,200	20.1
3 to 4 miles	2,100	19.3
5 to 9 miles	3,300	30.7
10 to 14 miles	1,800	17.2
15 miles or more	1,400	12.8

Note: Totals may not add to 100.0 percent due to rounding.

# Obstacles to a Better Job, Training, and Social Services

## Key Findings

- One-third (36.7 percent) of employed respondents said they had to settle for a job for which they were overqualified because nothing better was available.
- Lack of education and training, limited job availability, and race were the most frequently mentioned obstacles to getting a better job.
- Nearly 30 percent of the respondents named Metropolitan Community College as the place they would go for additional training.
- Employers, the government, and banks were named about equally as the major sources for financial aid. This suggests a significant measure of self-sufficiency in supporting training needs in the North Omaha community.
- Computer training is the type of training most frequently mentioned as being both received and needed.
- Lack of money, nothing, and no time/lack of time were the major reasons stated by respondents as preventing them from getting additional training.

## Obstacles to a Better Job

About one-third (36.7 percent) of employed respondents said they had to settle for a job for which they were overqualified because nothing better was available. These persons were asked to name what they felt were the three biggest obstacles that kept them from getting a better job.

The three most frequently mentioned obstacles to a better job were lack of education or training (21.5 percent), limited job availability (17.2 percent), and race (13.4 percent). Another 3.1 percent mentioned discrimination which could mean racial discrimination or discrimination on some other basis. Age was mentioned as an obstacle by 7.7 percent. Table 19 shows responses to this question.

Looking at the most frequently mentioned category, "lack of education and training," several questions are raised. First, given what appears on the surface to be a contradiction posed between respondents feeling overqualified for their current position, yet feeling that a lack of education and training is a primary obstacle to upward job mobility—is there a mismatch between availability of jobs and the availability of training necessary to secure those jobs? Is there a perceptual problem among potential employees/employers as to the type of education and training necessary to function successfully in a particular job or job market? Are people overqualified for their current position, yet underqualified to move up the employment ladder or vice versa, i.e., overqualified for their current position as well as any potentially available position?

The second most frequently mentioned response category, "limited job availability," poses similar questions

with regard to the matching of jobs and job skills training. Are economic development and job creation efforts focused broadly enough to allow upward mobility in employment? Do jobs exist, but are the mechanisms for

**Table 19. What do you feel are the 3 biggest obstacles that keep you from getting a better job?\***

	Percent
Education/training	21.5
Limited jobs/no jobs	17.2
Race	13.4
Age	7.7
Lack of money	3.8
No luck/opportunity	3.8
No motivation/myself	3.8
Discrimination	3.1
Transportation	2.7
It's who you know	2.3
Nothing	2.3
Likes pay/benefits/current job	1.9
Low pay	1.5
Person in charge	1.5
Sex	1.5
Under qualified	1.5
Children/day care	1.1
Competition	1.1
Jobs are in West Omaha	0.8
No time	0.8
Over qualified	0.8
Bad attitude	0.4
In business too long	0.4
Job tenure	0.4
Moral values	0.4
Nationality	0.4
No corporate involvement	0.4
No experience	0.4
No networking	0.4
No references	0.4
Not from area	0.4
Overhead expenses	0.4
Physical disability	0.4
Seniority	0.4
Stay in Omaha area	0.4
Weight/physical appearance	0.4
<b>Total</b>	<b>100.0<sup>†</sup></b>

\*Asked of respondents who said they had to settle for a job for which they were overqualified because nothing better was available.

<sup>†</sup>Total does not add to 100.0 percent due to rounding.

matching people who desire upward job mobility to existing jobs insufficient? Be it a function of perception or reality, the end result is the same—a significant number of people are not achieving the upward job mobility they desire.

The third category most frequently mentioned as an obstacle to getting a better job was that of “race.” Those involved in providing both job training and employment opportunities may find this important information in structuring work and training environments to address what is often a subtle and not easily recognized obstacle to upward job mobility.

### Awareness of Job Training Resources

To assess community awareness of job training resources, all respondents—regardless of age or employment status—were asked where they would go for job training and financial aid if needed. Results are shown in tables 20 and 21. Nearly 30 percent named Metropolitan Community College as the place they would go for training. It is interesting to note that on-the-job training was only mentioned as a training “choice” by 6.1 percent of the respondents. However, when considered in the context of seeking financial aid for job training, employers rated at the top of the list (see table 21).

In considering the top three choices for financial aid (see table 21), there appears to be a role for government in providing financial aid for job training, however it does not significantly differ from the support desired of both employers (job provides) and self-generated by employees (bank). As evidenced by the small percentage of reliance on government as a source of financial aid for job training as compared to employer and/or employee or other-generated sources, a significant measure of self-sufficiency in supporting training needs can be attributed to the North Omaha community.

### Job Training Experience

One in five respondents (20.6 percent) stated they had taken outside training (excluding on-the-job-training) in the last three years. Of these people, a large majority (71.2 percent) indicated this training helped them in their careers. The types of training in which people participated varied widely, with computer training being the most frequently mentioned category (18.8 percent), followed by training in medical fields (14.5 percent) Complete results are shown in table 22.

### Job Training Needs and Obstacles

About two out of five respondents (42.3 percent) said they felt a need for additional job training. These persons were then asked what kind of training they felt they needed and what prevented them from getting it. The most frequently mentioned need was for computer training (22.9 percent). Lack of money was the most frequently mentioned obstacle to additional job training (32.5 percent). Complete results are displayed in tables 23 and 24.

**Table 20. Suppose you wanted some training to improve your job skills. What organizations or programs would you go to for that training?\***

	Percent
Metropolitan Community College	29.5
College/university/school	15.7
None/nowhere	10.8
OIC	9.6
UNO	8.4
On-the-job training	6.1
Nebraska Job Service	5.7
Creighton University	1.7
Nebraska College of Business	1.5
Blue Lion	1.0
Gateway Electronics	1.0
College of St. Mary	0.7
ICS	0.7
Vocational school	0.7
Anywhere/several places	0.5
Bellevue College	0.5
CETA	0.5
Radianc Inc.	0.5
UNMC	0.5
Care staff member	0.2
Computers	0.2
Electrical union	0.2
Help Inc.	0.2
Job Corps	0.2
Manpower	0.2
Medical assistant	0.2
National Business Academy	0.2
One in my neighborhood	0.2
Small business seminar	0.2
Southeast Community College	0.2
State of Nebraska	0.2
Truck driving school	0.2
University of Nebraska	0.2
Unknown	0.2
Urban League	0.2
Veteran's outreach program	0.2
YMCA/YWCA	0.2
Total	100.0†

\*Asked of all persons.

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

**Table 21. Suppose you needed financial aid for job training. What organizations or programs would you go to for financial aid?\***

	Percent
Job provides	14.2
Government	13.1
Bank	12.7
None/don't want any	9.8
College/university/school	8.0
Student loans	8.0
Metropolitan Community College	7.6
Pell Grant	4.7
Urban League	3.6
Credit union	2.5
Nebraska Job Service	2.5
OIC	2.2
Creighton University	1.5
Veteran's Administration	1.5
Anywhere/several places	1.1
ICS	1.1
Scholarship	1.1
UNO	1.1
Blue Lion	0.7
Family/self	0.4
ITT	0.4
Nebraska Office on Aging	0.4
Omaha Business & Technology Center	0.4
Services for the Visually Impaired	0.4
Small Business Administration	0.4
United Way	0.4
Welfare	0.4
Total	100.0†

\*Asked of all persons.

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

**Social Services**

The majority of respondents (78.0 percent) reported they were not receiving any form of government assistance. Of those not currently receiving government assistance, 89.8 percent had also not received any kind of government assistance during the last five years. For those receiving assistance, tables 25, 26, and 27 show the type of assistance received and the estimated value.

**Table 22. What kind of training did you take?\***

	Percent
Computer training	18.8
Medical training	14.5
College classes	10.3
Business	7.7
Metropolitan Community College classes	6.8
Regular school class	6.0
Related to job	6.0
Office skills	4.3
Bookkeeping/accounting	2.6
Child care	2.6
Electrical	2.6
Real estate	1.7
Autobody/mechanic	0.9
Carpentry	0.9
Cosmetology/barber	0.9
Culinary arts	0.9
Dance	0.9
Dog grooming/training	0.9
Education/teaching	0.9
Food management	0.9
Housekeeping	0.9
Insurance	0.9
Inventory control	0.9
Landscaping	0.9
Management	0.9
Photography	0.9
Planning	0.9
Print shop	0.9
Seminar/County Extension Office	0.9
Television repair	0.9
Trade	0.9
<b>Total</b>	<b>100.0<sup>†</sup></b>

\*Asked of persons receiving outside training (not on-the-job training) in the last 3 years.

<sup>†</sup>Total does not add to 100.0 percent due to rounding.

**Table 23. What kind of training do you feel you need?\***

	Percent
Computer	22.9
More education	15.4
Clerical/typing	9.3
A degree	7.5
Medical	7.5
Electrical/technical	6.6
Basics (math/spelling/reading)	5.7
Job training	4.4
Business organization classes	2.6
Human services	2.2
Management skills	2.2
Accounting/bookkeeping	1.8
Carpentry	1.8
People skills	1.8
Personal skills	1.3
Culinary arts	0.9
Dietician	0.9
Photography	0.9
Apprenticeship	0.4
Communications	0.4
Cosmetology	0.4
Foreign language	0.4
Insurance	0.4
Landscaping	0.4
Marketing	0.4
Safety	0.4
Seamstress	0.4
Sign language	0.4
<b>Total</b>	<b>100.0<sup>†</sup></b>

\*Asked of persons feeling they need additional training.

<sup>†</sup>Total does not add to 100.0 percent due to rounding.

**Table 24. What prevents you from getting the training?\***

	Percent
Lack of money	32.5
Nothing	16.5
No time/lack of time	14.7
Child care	8.2
No motivation	5.6
Nothing/already in training	5.2
No time off work	4.8
Disability	4.3
Age	1.3
Don't know where to go	1.3
Training not available here	1.3
Defaulted on student loan	0.9
Still in high school	0.9
Moving out of here	0.4
Not applying	0.4
On parole	0.4
Tired of school	0.4
Too stressed out now	0.4
Wouldn't be worth it	0.4
<b>Total</b>	<b>100.0<sup>†</sup></b>

\*Asked of persons feeling they need additional training.

<sup>†</sup>Total does not add to 100.0 percent due to rounding.

**Table 25. Type of Assistance Received\***

	Percent
Food stamps, food commodities	40.3
Rental/housing assistance	12.1
Utilities	1.6
ADC	25.0
Medicare/medicaid	42.7
General assistance	2.4
WIC	12.1
Child care	10.5
Other	48.4

Note: Respondents could give more than one answer.

\*Asked of persons now receiving government assistance.

**Table 26. Estimated Value of Assistance Received Each Month\***

	Percent
Less than \$100	6.5
\$100 to \$199	8.9
\$200 to \$299	12.1
\$300 to \$499	24.2
\$500 To \$599	12.9
\$600 to \$699	5.6
\$700 or more	10.5
Don't know	19.4
<b>Total</b>	<b>100.0<sup>†</sup></b>

\*Asked of persons now receiving government assistance.

<sup>†</sup>Total does not add to 100.0 percent due to rounding.

**Table 27. Type of Assistance Received\***

	Percent
Food stamps, food commodities	55.6
Rental/housing assistance	6.7
Utilities	20.0
ADC	15.6
Medicare/medicaid	24.4
General assistance	2.2
WIC	17.8
Child care	13.3
Other	28.9

Note: Respondents could give more than one answer.

\*Asked of persons not receiving government assistance now, but receiving government assistance in the last 5 years.

# Appendix

The smaller geographic area covered by the North Omaha sample called for a different sampling approach than that employed for the metropolitan sample. CPAR purchased a list of residential telephone numbers and addresses from Metromail Corporation. This insured that each number dialed was 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 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, 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 North Omaha sample was done at CPAR as was the computer programming, data cleaning, and analysis.

## Respondent Characteristics

Table A1 shows the total population and households, the African-American population and households, and the number of people interviewed in each census tract in the North Omaha survey area. In the survey area there were 31,014 African-Americans and 10,674 households with an African-American householder,<sup>1</sup> accounting for 64.1 percent of all persons and 61.6 percent of all households in the area. Figure A1 shows that the North Omaha survey area contains

about two-thirds of Douglas County's African-American residents and households.

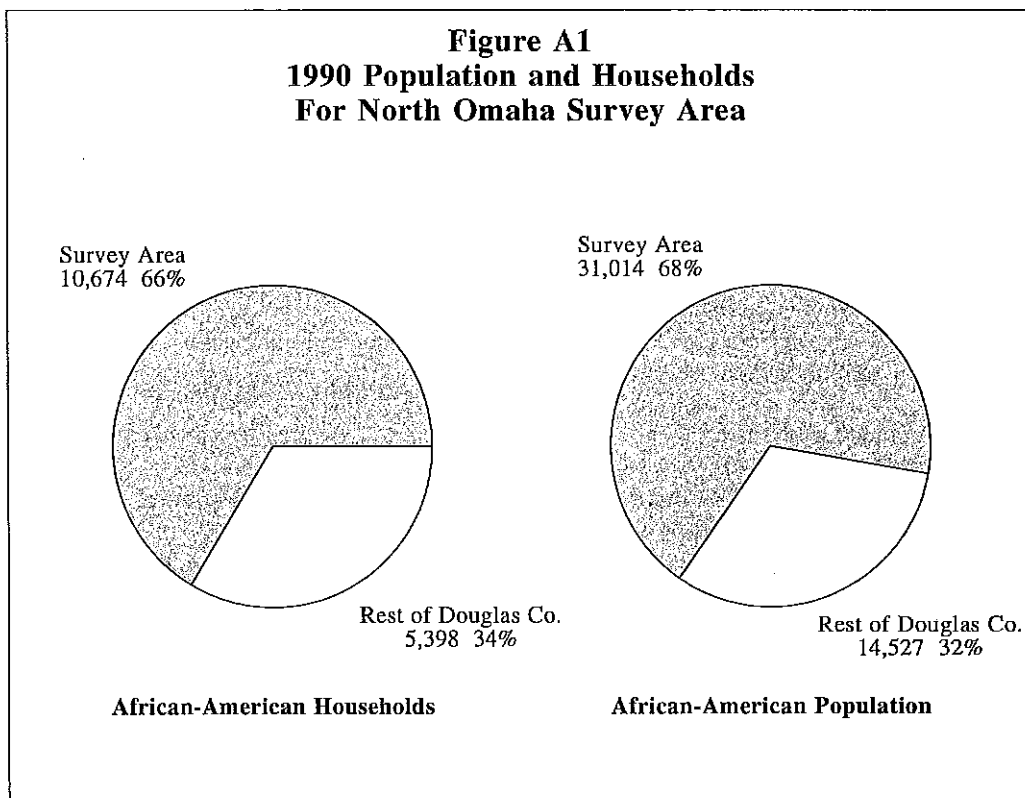
Table A2 compares age, sex, and income characteristics of the sample to those reported for adults in the same geographic area by the 1990 Census.

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 which 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.

<sup>1</sup>A householder is defined by the Census Bureau as "the person, or one of the persons, in whose name the home is owned, being bought, or rented." The householder was self-identified; that is by the person who filled out the census form.

**Table A1. 1990 Population and Households by Census Tract in North Omaha Survey Area**

Census Tract	Total Persons	African-American	Percent African-American	Households	Households with African-American Householder	Percent African-American	Number in Sample
Douglas County	416,444	45,541	10.9	161,113	16,072	10.0	--
Survey area	48,380	31,014	64.1	17,329	10,674	61.6	575
3	2,620	1,485	56.7	854	433	50.7	25
6	1,736	1,076	62.0	598	356	59.5	21
7	1,396	1,267	90.8	600	549	91.5	27
8	2,133	1,846	86.5	745	643	86.3	38
9	917	796	86.8	325	302	92.9	17
10	1,152	1,117	97.0	443	429	96.8	21
11	1,484	1,153	77.7	636	482	75.8	21
12	2,108	1,784	84.6	776	647	83.4	30
51	2,849	1,178	41.3	1,189	414	34.8	24
52	2,240	1,950	87.1	746	639	85.7	31
53	2,226	1,529	68.7	801	546	68.2	27
54	3,453	1,511	43.8	1,177	503	42.7	25
59.01	2,720	2,131	78.3	964	727	75.4	46
59.02	2,589	2,247	86.8	997	865	86.8	41
60	4,434	2,561	57.8	1,497	782	52.2	46
61.01	2,723	1,723	63.3	874	508	58.1	29
61.02	4,538	2,104	46.4	1,536	636	41.4	38
63.01	2,843	1,481	52.1	1,089	534	49.0	26
63.02	4,219	2,075	49.2	1,482	679	45.8	42



**Table A2. Comparison of North Omaha Sample with 1990 Census Data for 19 Census Tract Area for Selected Characteristics**

	North Omaha Sample, 1993		1990 Census*	
	Number <sup>†</sup>	Percent <sup>‡</sup>	Number	Percent <sup>‡</sup>
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 African-American persons and households only.

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

‡Percentages may not add to 100.0 due to rounding.

## 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 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, 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 Community Report

## CENTER FOR PUBLIC AFFAIRS RESEARCH

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Center for Public Affairs Research  
Peter Kiewit Conference Center  
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Omaha, Nebraska 68182

# 1993 Omaha Conditions Survey: North Omaha Sample

Interviewer Name: \_\_\_\_\_ Date: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Screen #: \_\_\_\_\_

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

According to our research procedure, I need to speak with a [male/female] in your household who is: (1) 18 years old or over; and (2) has the next birthday in the household.

[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 and anonymous, as by law they must. The interview will take about 20 minutes. Feel free to ask questions at any time. Okay?

\*\*\* First, to what racial or ethnic group do you belong? Are you...

- African-American/Black? . . . . . 2
- White? . . . . . 1
- Asian (Oriental)? . . . . . 3
- American Indian? . . . . . 4
- Hispanic? . . . . . 5
- [DK/REF] . . . . . 8

IF RESPONDENT IS NOT AFRICIAN-AMERICAN/BLACK, SAY  
 "Thank you, But I need to interview only minority individuals  
 at this time. Thank you for your time."

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

	SA	A	N	D	SD	RF/DK
a. The Omaha area's future looks bright . . . . .	1	2	3	4	5	9
b. The Omaha area is good enough as it is without trying to change it . . . . .	1	2	3	4	5	9
c. The Omaha area has good governmental leaders . . . . .	1	2	3	4	5	9
d. The Omaha area has good corporate leaders . . . . .	1	2	3	4	5	9
e. Most residents of the Omaha area are satisfied with things as they are . . . . .	1	2	3	4	5	9
f. The Omaha area is an ideal place to live . . . . .	1	2	3	4	5	9
g. Younger residents of the Omaha area tend to stay here after completing high school . . . . .	1	2	3	4	5	9



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

\*\*\*\*\*

5. In your opinion what is the one best thing about your neighborhood? (WRITE IN EXACT RESPONSE)

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- 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

7. In your opinion, what is the one worst thing about your neighborhood? (WRITE IN EXACT RESPONSE)

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- 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

9. In your opinion what is the one most important problem that your neighborhood should be trying to address? (WRITE IN EXACT RESPONSE)

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

10. The unemployment rate in North Omaha is about 12 percent. This is 4 times higher than the greater Omaha area.

What do you feel are the 3 biggest reasons why unemployment is so high in North Omaha?

What is the biggest reason? \_\_\_\_\_

---

What is the 2nd biggest reason? \_\_\_\_\_

---

What is the 3rd biggest reason? \_\_\_\_\_

---

In this next section we'd like to ask you a few things about recent shopping and purchases you have made. This information will help us improve shopping in your area.

\*\*\*\*\*

11. First, I'd like to ask you a few questions about shopping in the Omaha area. In which of these shopping areas have you or members of your household shopped, regardless of whether you bought anything, during the past month?

	Yes Shopped	Not Shopped	Don't Know
30th & Ames . . . . .	1	2	9
24th & Lake . . . . .	1	2	9
72nd & Ames . . . . .	1	2	9
Benson . . . . .	1	2	9
Crossroads . . . . .	1	2	9
Saddle Creek . . . . .	1	2	9
Florence . . . . .	1	2	9
90th & Fort . . . . .	1	2	9
Westroads . . . . .	1	2	9

12. Considering all areas shopped, at what ONE Shopping Area has your household spent the most IN THE LAST MONTH for items OTHER than groceries? [Interviewer: circle only one]

	Shopped Most
30th & Ames . . . . .	01
24th & Lake . . . . .	02
72nd & Ames . . . . .	03
Benson . . . . .	04
Crossroads . . . . .	05
Saddle Creek . . . . .	06
Florence . . . . .	07
90th & Fort . . . . .	08
Westroads . . . . .	09
Other _____	10

12a. Why did you spend more at this particular shopping area?

WRITE IN \_\_\_\_\_

13. About how much has your household spent IN THE LAST MONTH for items OTHER than groceries at the Shopping Area where you have spent most?

Amount [Interviewer: fill in whole dollars only] \$ \_\_\_\_\_

14. How do you or members of your household usually get to the stores where you shop? [Interviewer: don't read list; circle only one; if mention several, probe for main transportation]

Car . . . . .	1
Bus . . . . .	2
Walk . . . . .	3
Ride with friend . . . . .	4
Other _____	5
Not Sure . . . . .	6

Next, I'd like to ask you some questions about some specific types of products and services. For each one I'll be asking you about how much you have spent during the past MONTH. In addition, I'll ask you the store/business where you purchase the item most, and why you like that store/business.

\*\*\*\*\*

15. GROCERIES

15A. About how much have you/members of your household spent on groceries during the past month? \$ \_\_\_\_\_

15B. Which store/business would you say you purchase most of your groceries from? WRITE IN STORE NAME AND ADDRESS/LOCATION (DO NOT ACCEPT JUST A SHOPPING CENTER NAME)

---

15C. Why do you usually purchase groceries from this store/business?  
[Interviewer: don't read list, circle all responses]

	Mentioned	Not Mentioned
1. Convenience . . . . .	1	2
2. Quality of Merchandise . . . . .	1	2
3. Prices . . . . .	1	2
4. Quality/Prices . . . . .	1	2
5. Close to Work . . . . .	1	2
6. Service . . . . .	1	2
7. In the Community . . . . .	1	2
8. No Special Reason/Don't Know . . . . .	1	2
9. Other (specify) _____ . . . . .	1	2

16. WOMEN'S CLOTHING

16A. About how much have you/members of your household spent on women's clothing during the past month? \$ \_\_\_\_\_

16B. Which store/business would you say you purchase most of your women's clothing from? WRITE IN STORE NAME AND ADDRESS/LOCATION (DO NOT ACCEPT JUST A SHOPPING CENTER NAME)

---

16C. Why do you usually purchase women's clothing from this store/business?  
[Interviewer: don't read list, circle all responses]

	Mentioned	Not Mentioned
1. Convenience . . . . .	1	2
2. Quality of Merchandise . . . . .	1	2
3. Prices . . . . .	1	2
4. Quality/Prices . . . . .	1	2
5. Close to Work . . . . .	1	2
6. Service . . . . .	1	2
7. In the Community . . . . .	1	2
8. No Special Reason/Don't Know . . . . .	1	2
9. Other (specify) _____ . . . . .	1	2

17. MEN'S CLOTHING

17A. About how much have you/members of your household spent on men's clothing during the past month? \$ \_\_\_\_\_

17B. Which store/business would you say you purchase most of your men's clothing from?  
WRITE IN STORE NAME AND ADDRESS/LOCATION (DO NOT ACCEPT JUST A SHOPPING CENTER NAME)

---

17C. Why do you usually purchase men's clothing from this store/business?  
[Interviewer: don't read list, circle all responses]

	Mentioned	Not Mentioned
1. Convenience . . . . .	1	2
2. Quality of Merchandise . . . . .	1	2
3. Prices . . . . .	1	2
4. Quality/Prices . . . . .	1	2
5. Close to Work . . . . .	1	2
6. Service . . . . .	1	2
7. In the Community . . . . .	1	2
8. No Special Reason/Don't Know . . . . .	1	2
9. Other (specify) _____	1	2

18. CHILDREN'S CLOTHING

18A. About how much have you/members of your household spent on children's clothing during the past month? \$ \_\_\_\_\_

18B. Which store/business would you say you purchase most of your children's clothing from?  
WRITE IN STORE NAME AND ADDRESS/LOCATION (DO NOT ACCEPT JUST A SHOPPING CENTER NAME)

---

18C. Why do you usually purchase children's clothing from this store/business?  
[Interviewer: don't read list, circle all responses]

	Mentioned	Not Mentioned
1. Convenience . . . . .	1	2
2. Quality of Merchandise . . . . .	1	2
3. Prices . . . . .	1	2
4. Quality/Prices . . . . .	1	2
5. Close to Work . . . . .	1	2
6. Service . . . . .	1	2
7. In the Community . . . . .	1	2
8. No Special Reason/Don't Know . . . . .	1	2
9. Other (specify) _____	1	2

19. PHARMACY/DRUG ITEMS

19A. About how much have you/members of your household spent on pharmacy and drug items during the past month? \$ \_\_\_\_\_

19B. Which store/business would you say you purchase most of your pharmacy and drug items from?  
WRITE IN STORE NAME AND ADDRESS/LOCATION (DO NOT ACCEPT JUST A SHOPPING CENTER NAME)

---

19C. Why do you usually purchase pharmacy and drug items from this store/business?  
[Interviewer: don't read list, circle all responses]

	Mentioned	Not Mentioned
1. Convenience . . . . .	1	2
2. Quality of Merchandise . . . . .	1	2
3. Prices . . . . .	1	2
4. Quality/Prices . . . . .	1	2
5. Close to Work . . . . .	1	2
6. Service . . . . .	1	2
7. In the Community . . . . .	1	2
8. No Special Reason/Don't Know . . . . .	1	2
9. Other (specify) _____ . . . . .	1	2

20. MEDICAL/HEALTH SERVICES

20A. About how much have you/members of your household spent on medical and health services during the past month? \$ \_\_\_\_\_

20B. Where do you go most often for medical and health services?  
WRITE IN NAME AND ADDRESS/LOCATION (DO NOT ACCEPT JUST A SHOPPING CENTER NAME)

---

20C. Why do you usually go there for medical and health services?  
[Interviewer: don't read list, circle all responses]

	Mentioned	Not Mentioned
1. Convenience . . . . .	1	2
2. Quality of Services . . . . .	1	2
3. Prices . . . . .	1	2
4. Quality/Prices . . . . .	1	2
5. Close to Work . . . . .	1	2
6. Service . . . . .	1	2
7. In the Community . . . . .	1	2
8. No Special Reason/Don't Know . . . . .	1	2
9. Other (specify) _____ . . . . .	1	2

21. CHECKING/SAVINGS/BANKING SERVICES

21A. Do you currently have a checking account?

YES . . . . . 1  
 NO . . . . . 2  
 DK/REF . . . . . 8

21B. Do you currently have a savings account?

YES . . . . . 1  
 NO . . . . . 2  
 DK/REF . . . . . 8

21C. Do you currently have any loans outstanding?

YES . . . . . 1  
 NO . . . . . 2  
 DK/REF . . . . . 8

21D. What financial institution do you use most often?  
 WRITE IN NAME AND ADDRESS/LOCATION  
 (DO NOT ACCEPT JUST A SHOPPING CENTER NAME)

---

21E. Why do you use that financial institution?  
 [Interviewer: don't read list, circle all responses]

	Mentioned	Not Mentioned
1. Convenience . . . . .	1	2
2. Quality of Service . . . . .	1	2
3. Prices . . . . .	1	2
4. Quality/Prices . . . . .	1	2
5. Close to Work . . . . .	1	2
6. Service . . . . .	1	2
7. In the Community . . . . .	1	2
8. No Special Reason/Don't Know . . . . .	1	2
9. Other (specify) _____	1	2



22. North Omaha is a name that includes different parts of town, depending on who you talk with. If North Omaha were defined as including the area generally from Cuming on the south, 16th on the east, 60th street on the far northwest, and Redick on the far north, about what percentage of all of your purchases are made from stores/businesses in this area? Would that be over or under 50%?

50% or more . . . . .	1
Under 50% . . . . .	2
Don't know . . . . .	8

IF 50% OR MORE, ASK:

22A. Is it:

50 to 59% . . . . .	.06
60 to 69% . . . . .	.07
70 to 79% . . . . .	.08
80 to 89% . . . . .	.09
90% or more . . . . .	.10

IF LESS THAN 50%, ASK:

22B. Is it:

40 to 49% . . . . .	.05
30 to 39% . . . . .	.04
20 to 29% . . . . .	.03
10 to 19% . . . . .	.02
Less than 10% . . . . .	.01

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

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

- Working . . . . . (GO TO Q25) 1
  - Keeping house . . . . . (ASK Q24) 2
  - Going to school, or . . . . . (ASK Q24) 3
  - Something else? (ASK:) What were you doing?  
[READ REMAINING RESPONSES]
  - With a job but not at work (includes  
        vacation and temporary layoff) . . . . . (ASK Q24) 4
  - Looking for work . . . . . (ASK Q24) 5
  - Unable to work . . . . . (GO TO Q47) 6
  - Retired . . . . . (ASK Q24) 7
  - Other (WRITE IN) . . . . . (ASK Q24) 8
- 

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

DOES NOT INCLUDE WORK AROUND THE HOUSE.

- YES . . . . . (GO TO Q25) 1
- NO (ASK Q24A)
- DON'T KNOW . . . . . (GO TO Q55) 8

24a. Did you do any unpaid work last week for a family farm or business?

- YES . . . . . (ASK Q25) 2
- NO . . . . . (GO TO Q27) 3
- DON'T KNOW . . . . . (GO TO Q55) 8

25. 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 Q30  
1 TO 14, CONTINUE WITH Q26

26. 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 Q30) 1
- ALL UNPAID WORK FOR  
FAMILY FARM OR BUSINESS . . . . . (ASK Q27) 2

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

- YES . . . . . (GO TO Q29) 1
- NO . . . . . (ASK Q28) 2
- DON'T KNOW . . . . . (GO TO Q55) 8

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

- YES . . . . . (GO TO Q51) 1
- NO . . . . . (GO TO Q44) 2
- DON'T KNOW . . . . . (GO TO Q55) 8

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

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FOR CODING PURPOSES ONLY

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

30. 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 Q33 1 TO 34, CONTINUE WITH Q31</p>
--

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

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FOR CODING PURPOSES ONLY

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

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

WRITE IN: \_ \_ \_

33. Do you currently hold more than one job?

- YES . . . . . (ASK Q34) 1
- NO . . . . . (GO TO Q35) 2
- DON'T KNOW . . . . . (GO TO Q35) 8

34. How many jobs do you hold right now?

WRITE IN: \_

34a. Why do you hold more than one job? (WRITE IN EXACT RESPONSE)

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IF PERSON HOLDS MORE THAN ONE JOB (SEE Q33), SAY: The next few questions pertain to your principal job, the one that provides you the greatest earnings. QUESTIONS 35-41 PERTAIN TO HIS OR HER PRINCIPAL JOB (e.g., job with greatest earnings).

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

- SELF-EMPLOYED . . . . . (GO TO Q37a) 1
- WORKS FOR SOMEONE ELSE . . . . . (ASK Q36) 2
- DON'T KNOW . . . . . (ASK Q36) 8

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

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

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

GOVERNMENT—FEDERAL, STATE, LOCAL, PUBLIC  
SCHOOLS . . . . . (GO TO Q38) 10

PRIVATE BUSINESS, ASK:

37a. 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 Q38)

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

38. What kind of work do you do?

WRITE IN:

\_\_\_\_\_  
\_\_\_\_\_  
(GO TO Q39)

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

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

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

41. 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

41a. What is the closest intersection to your place of work?

WRITE IN: \_\_\_\_\_

IF PERSON HOLDS MORE THAN ONE JOB [SEE Q33] SAY: The next few questions pertain to all jobs that you work on a combined basis.  
 QUESTIONS 42-43 PERTAIN TO ALL JOBS TOGETHER

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

- \$20,000 OR MORE . . . . . (GO TO Q42a) 1
- LESS THAN \$20,000 . . . . . (GO TO Q42b) 2
- DON'T KNOW . . . . . (GO TO Q43) 8
- REFUSED . . . . . (GO TO Q43) 9

IF \$20,000 OR MORE, ASK:

42a. Do you earn \$30,000 or more a year, or do you earn less than \$30,000?

- \$30,000 OR MORE . . . . . (GO TO Q43) 1
- LESS THAN \$30,000 . . . . . (GO TO Q43) 2
- DON'T KNOW . . . . . (GO TO Q43) 8
- REFUSED . . . . . (GO TO Q43) 9

IF LESS THAN \$20,000, ASK:

42b. 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

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

- YES . . . . . (ASK 43a) 1
- NO . . . . . (GO TO Q55) 2
- DON'T KNOW . . . . . (GO TO Q55) 8

43a. What do you feel are the 3 biggest obstacles that keep you from getting a better job?

What is the biggest obstacle? \_\_\_\_\_

What is the 2nd biggest obstacle? \_\_\_\_\_

What is the 3rd biggest obstacle? \_\_\_\_\_

**GO TO QUESTION 55**

\* \* \* \* \*

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

- YES . . . . . (ASK Q45) 1
- NO . . . . . (GO TO Q47) 2
- DON'T KNOW . . . . . (GO TO Q51) 8

45. 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

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

- FULL-TIME ONLY . . . . . (GO TO Q50) 1
- PART-TIME ONLY . . . . . (GO TO Q50) 2
- BOTH FULL-TIME AND PART-TIME . . . . . (GO TO Q50) 3
- DON'T KNOW . . . . . (GO TO Q50) 8

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

- YES . . . . . (ASK Q48) 1
- MAYBE/DEPENDS . . . . . (ASK Q48) 2
- NO . . . . . (GO TO Q51) 3
- DON'T KNOW . . . . . (GO TO Q51) 8

48. When did you last look for a job?

WRITE IN: MONTH \_\_\_\_\_ YEAR \_\_\_\_\_

- NEVER LOOKED . . . . . 0000
- DON'T KNOW . . . . . 8888

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

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IF RESPONDENT SPECIFICALLY MENTIONS A PHYSICAL DISABILITY OR ILL HEALTH, SKIP TO Q51. IF PHYSICAL DISABILITY OR ILL HEALTH NOT MENTIONED, CONTINUE WITH Q50.

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

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

- YES . . . . . (GO TO Q51) 1
- NO . . . . . (ASK Q50a) 2

50a. Why not? (WRITE IN EXACT RESPONSE)

---



---

FOR CODING PURPOSES ONLY

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



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

WRITE IN: MONTH \_\_\_\_\_ YEAR \_\_\_\_\_  
(ASK Q52)

- NEVER WORKED . . . . . (GO TO Q55) 0000
- DON'T KNOW . . . . . (GO TO Q55) 8888

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

- SELF-EMPLOYED . . . . . (GO TO Q53a) 1
- WORKED FOR SOMEONE ELSE . . . . . (ASK Q53) 2
- DON'T KNOW . . . . . (ASK Q53) 8

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

GOVERNMENT—FEDERAL, STATE, LOCAL,  
PUBLIC SCHOOLS . . . . . (GO TO Q54) 10

PRIVATE BUSINESS, ASK:

53a. 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 Q54)

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

54. What kind of work did you do?

WRITE IN: \_\_\_\_\_

(GO TO Q55)

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

55. Suppose you wanted some training to improve your job skills. What organizations or programs would you go to for that training?

WRITE IN: \_\_\_\_\_  
\_\_\_\_\_

56. Suppose you needed financial aid for job training. What organizations or programs would you go to for financial aid?

WRITE IN: \_\_\_\_\_  
\_\_\_\_\_

57. In the last 3 years, have you taken any outside training to improve your job skills? This should not include on-the-job training provided by an employer.

- YES . . . . . 1
- NO . . . . . (GO TO 58) 2
- DON'T KNOW . . . . . (GO TO 58) 8

57a. What kind of training did you take?

WRITE IN: \_\_\_\_\_  
\_\_\_\_\_

57b. Has the training helped you in your career?

- YES . . . . . 1
- NO . . . . . 2
- DON'T KNOW . . . . . 8

58. Do you feel you need additional training to improve your job skills?

- YES . . . . . 1
- NO . . . . . (GO TO 59) 2
- DON'T KNOW . . . . . (GO TO 59) 8

58a. What kind of training do you feel you need?

WRITE IN: \_\_\_\_\_  
\_\_\_\_\_

58b. What prevents you from getting the training?

WRITE IN: \_\_\_\_\_  
\_\_\_\_\_

Finally, I'd like to get some background information so we can analyze the results of this survey.  
 \*\*\*\*\*

59. 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

59a. If YES, how many? \_\_\_\_

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

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

60a. If YES, how many? \_\_\_\_

61. What was your age on your last birthday? [WRITE IN AGE] \_\_\_\_\_

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

- 8th GRADE or LESS . . . . . 01
- 9th GRADE or HIGHER, BUT 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

63. What is your present marital status?

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

64. What best describes the home you live in?

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

65. Do you own or rent your home?

- Own . . . . . 1
- Rent . . . . . 2
- Don't know/no response . . . . . 9

66. Are you now receiving any kind of government assistance?

- YES . . . . . 1
- NO . . . . . (GO TO 69) 2
- DON'T KNOW . . . . . (GO TO 69) 9

67. What kind of assistance are you receiving?

READ LIST, CIRCLE ALL THAT APPLY

- FOOD STAMPS, FOOD COMMODITIES . . . . . 01
  - RENTAL/HOUSING ASSISTANCE . . . . . 02
  - UTILITIES . . . . . 03
  - ADC (AID TO DEPENDENT CHILDREN) . . . . . 04
  - MEDICARE/MEDICAID . . . . . 05
  - GENERAL ASSISTANCE (CASH) . . . . . 06
  - WIC (WOMEN, INFANTS, AND CHILDREN) . . . . . 07
  - READ: CHILD CARE . . . . . 08
  - OTHER (WRITE IN) \_\_\_\_\_
- 
- 09

68. How many dollars worth of government assistance would you estimate you receive each month?

- LESS THAN \$100 . . . . . (GO TO 71) 1
- \$100 TO \$199 . . . . . (GO TO 71) 2
- \$200 TO \$299 . . . . . (GO TO 71) 3
- \$300 TO \$499 . . . . . (GO TO 71) 4
- READ: \$500 TO \$599 . . . . . (GO TO 71) 5
- \$600 TO \$699 . . . . . (GO TO 71) 6
- \$700 OR MORE . . . . . (GO TO 71) 7
- DON'T KNOW/REFUSED . . . . . 8

69. Have you received any kind of government assistance in the last five years?

- YES . . . . . 1
- NO . . . . . (GO TO 71) 2
- DON'T KNOW . . . . . (GO TO 71) 9

70. What kind of assistance did you receive?

READ LIST, CIRCLE ALL THAT APPLY

- FOOD STAMPS, FOOD COMMODITIES . . . . . 01
  - RENTAL/HOUSING ASSISTANCE . . . . . 02
  - UTILITIES . . . . . 03
  - ADC (AID TO DEPENDENT CHILDREN) . . . . . 04
  - MEDICARE/MEDICAID . . . . . 05
  - GENERAL ASSISTANCE (CASH) . . . . . 06
  - WIC (WOMEN, INFANTS, AND CHILDREN) . . . . . 07
  - CHILD CARE . . . . . 08
  - OTHER (WRITE IN) \_\_\_\_\_
- 
- 09

71. 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 \$15,000?

- \$15,000 or more . . . . . (Go to 71A) 1
- Less than \$15,000 . . . . . (Go to 71B) 2
- Don't know . . . . . (END) 8
- Refused . . . . . (END) 9

IF \$15,000 OR MORE, ASK:

71A. Is it:

- \$15,000 to \$19,999 . . . . . (END) 06
- \$20,000 to \$24,999 . . . . . (END) 07
- \$25,000 to \$29,999 . . . . . (END) 08
- \$30,000 to \$34,999 . . . . . (END) 09
- \$35,000 to \$39,999 . . . . . (END) 10
- \$40,000 to \$49,999 . . . . . (END) 11
- \$50,000 to \$59,999 . . . . . (END) 12
- \$60,000 or more . . . . . (END) 13
- Don't know . . . . . (END) 14
- Refused . . . . . (END) 15

IF LESS THAN \$15,000 ASK:

71B. Is it:

- Under \$2,500 . . . . . (END) 01
- \$2,500 to \$4,999 . . . . . (END) 02
- \$5,000 to \$7,499 . . . . . (END) 03
- \$7,500 to \$9,999 . . . . . (END) 04
- \$10,000 to \$14,999 . . . . . (END) 05
- Don't know . . . . . (END) 14
- Refused . . . . . (END) 15

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

- MALE . . . . . 1
- FEMALE . . . . . 2
- COULD NOT DETERMINE . . . . . 3

YOU ARE DONE.

NOTE: CPAR'S TELEPHONE NUMBER IS (402) 595-2311