

2004 YOUNG PROFESSIONALS COUNCIL SURVEY DATA

About the Young Professionals Council

The Young Professionals Council (YPC) is a 13-member council of the Greater Omaha Chamber of Commerce board. It is comprised of young leaders (ages 25-40) that represent Chamber member organizations across the metropolitan area. The mission of the Council is to connect a group of diverse young professionals who will advocate for, educate and initiate corporate and community improvements on behalf of other young professionals. They work toward the vision that Omaha will be one of the top communities in which young professionals want to live and work.

About the Survey

One of the first objectives of the Council was to collect data on the young professional community in Omaha. The purpose of the survey was to replace assumptions about the young professional demographic with data. This data will be used to guide the actions and objectives of the council.

Survey Methodology

The 2004 YPC survey was conducted via the internet from June 16, 2004 to August 16, 2004. A local market research firm was contracted to develop the initial content of the survey. The final survey instrument was developed by members of the YPC and the Chamber staff. The survey was deployed on the Chamber's website using web-based survey software.

The process of collecting the sample was to distribute the survey through various channels that are likely to engage young professionals in the community. While it is acknowledged that the sample is not a scientific representation of the community as a whole, the intent was to gather as many responses as possible from the young professional demographic. As a point of reference, demographic and occupational characteristics for the respondents and the metro area are provided within the results of the survey.

In order to encourage participation, the survey was promoted to a variety of audiences. The survey was introduced at a YPC event encouraging attendees to complete the survey and pass information about the survey on to their peers. The survey was also distributed to Chamber members, past event attendees and other individuals associated with the Chamber. To increase participation from other business groups, the survey was promoted through the Human Resource Association of the Midlands and to several local labor unions. Finally, participation was significantly increased when the survey was covered by the local television, radio and print media.

Survey participants were not required to identify themselves in order to fill out the survey, however, the survey software was configured only to count a single response from each user. The methods used are not a fool-proof way of eliminating duplicate entries, however, measures were taken to reduce the effect of responding multiple times. The total number of responses included in the final analysis was 3,958.

Results

The following section outlines the results of the 2004 Young Professional Council Survey. Data are presented as a percentage of total respondents to each item unless otherwise noted.



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SECTION ONE

The first series of questions on the survey were an attempt to identify how long the participants have lived in Omaha and where, if applicable, they had lived previously.

How many total years have you lived in Omaha?

(Total Respondents 3,952)

	Percent
1 to 4 years	19.3%
5 to 9 years	15.2%
10 to 14 years	10.6%
15 or more years	54.9%

Please mark the one statement that best describes you:

(Total Respondents 3,949)

	Percent
I grew up in Omaha and continue to live here	29.9%
I came to Omaha for college and stayed	11.5%
I came to Omaha for a job opportunity	27.4%
I came to Omaha to be near family and friends	8.2%
I grew up here, moved away and moved back	22.9%

For those that had indicated living outside of Omaha in the previous item, the following questions were asked:

Please mark the statement that you would use to complete this sentence: Prior to living in Omaha,

(Total Respondents 2,602)

	Percent
I lived in another city in Nebraska	28.6%
I lived in another state, in a city smaller than Omaha	29.7%
I lived in another state, in a city larger than Omaha	41.7%

For those that had indicated living outside of Nebraska in the previous item, respondents were asked:

Prior to living in Omaha, in which state did you live?

(Total Respondents 1,825)

The most frequent responses were:	Percent
Iowa	16.0%
California	7.8%
Texas	6.4%
Missouri	6.2%
Colorado	5.8%
Illinois	5.8%

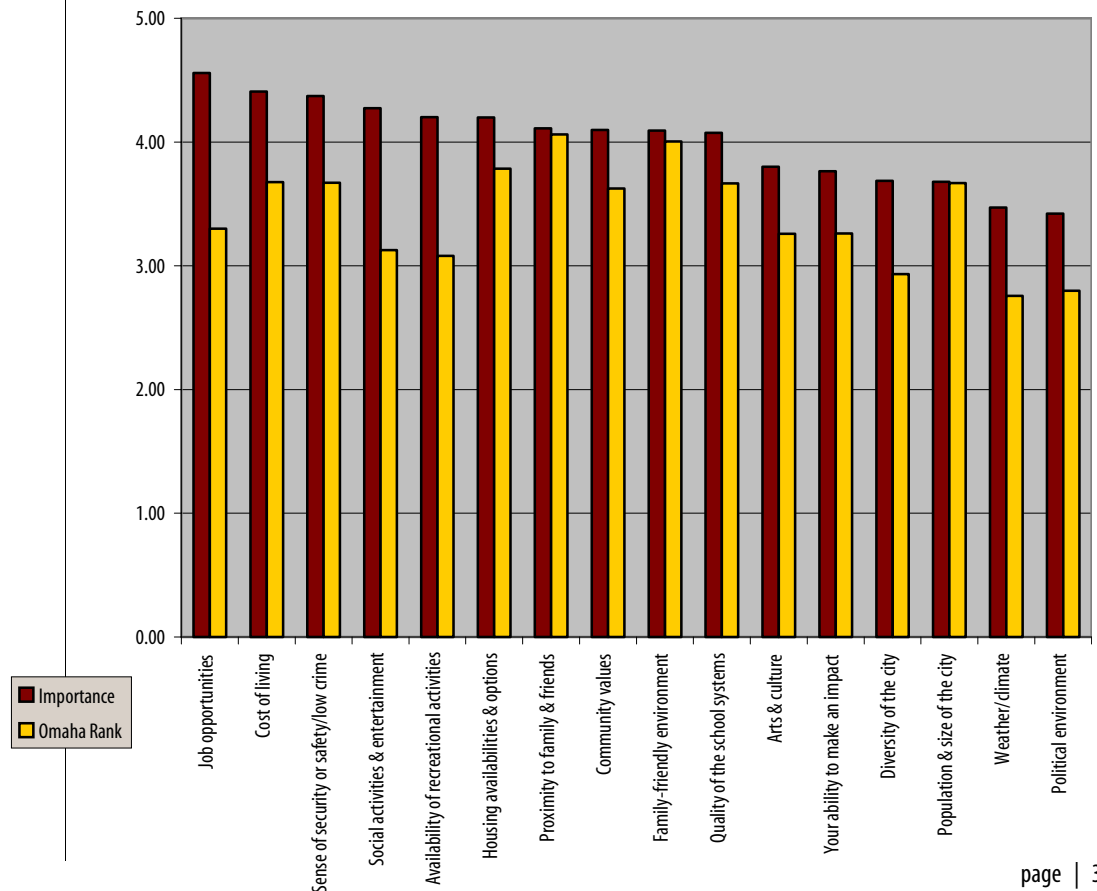
The chart below indicates the distribution of respondents from across the nation. An additional 4.9% of respondents indicated that they had lived outside the United States prior to moving to Omaha.



SECTION TWO

The next section of the survey addresses the importance of various factors as they relate to where young professionals choose to live and work. Coupled with this are perceptions of Omaha's relative strengths and weaknesses in these areas.

Respondents were given a list of 16 items that are potential factors in determining where one would live. First, they were asked to rate the items on a five-point scale from "Very Important" to "Very Unimportant". Second they were asked to rate Omaha on each of the items on a five-point scale from "Excellent" to "Poor". Results from these two questions are presented in the chart below. The items are presented in order of importance starting with **Job Opportunities** and **Cost of Living** that were identified as the most important factors to **Weather/Climate** and **Political Environment** that were the least important factors. Omaha ranked well on a number of factors including **Proximity to Family & Friends** and **Family-Friendly Environment**. Omaha ranked lowest on **Political Environment** and **Weather/Climate**.



Respondents were given a list of statements and asked to rate on a five-point scale from “Strongly Agree” to “Strongly Disagree”. The statement that Omaha is a conservative city scored the highest level of agreement and family-related items also rated highly. The statements with the highest level of disagreement were that Omaha accepts alternative lifestyles and that change is embraced. Also important to note, survey respondents in general disagreed with the statement: **Omaha’s leadership is aware of the needs of young professionals.**

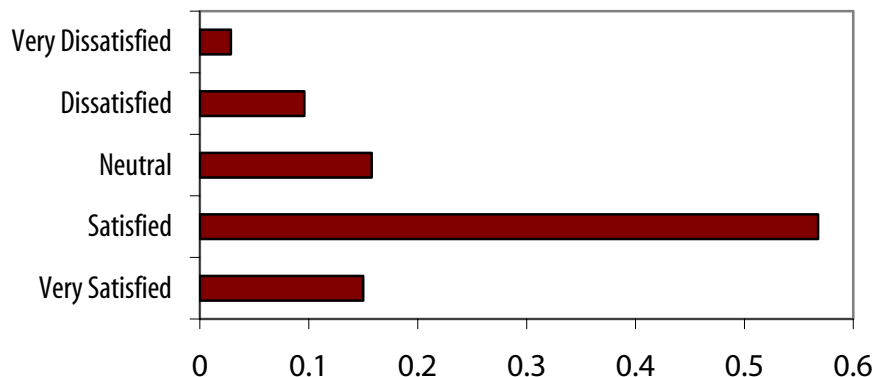
	Rating
Omaha is a conservative city	4.22
Omaha is a great place to raise a family	4.02
Omaha is a safe place to live	3.84
Omaha has a positive future ahead of it	3.82
Living in Omaha is affordable	3.80
Omaha has a good school system	3.67
It’s easy to make friends in Omaha	3.47
I feel I can make a difference in Omaha	3.27
There are limited job opportunities available in Omaha	3.26
Omaha has opportunities for individuals of all races	3.16
Omaha values young professionals	3.02
Omaha is a progressive city	2.98
I can make an impact on politics in Omaha	2.85
Omaha values diversity	2.82
Omaha’s leadership is aware of the needs of young professionals	2.71
Omaha is open to and embraces change	2.64
Omaha accepts alternative lifestyles	2.57

The survey also attempted to gage the likelihood that young professionals will stay in the Omaha area. Respondents were asked to complete the following statement: **I’m committed to living and working in Omaha . . .**

	Percent
For less than a year	8.8%
For the next year	9.8%
For the next three years	11.7%
For the next five years	9.4%
For the next ten years	9.6%
Forever and don’t plan to ever move	15.3%
I have no current plans to move, but no special commitment to Omaha	35.4%

By far, the largest group has no immediate plans to leave but also have no special commitment to stay. As a follow-up question, respondents were also asked the reason that would most likely cause them to leave. By far, the most commonly cited reason for moving was job opportunities.

Finally, respondents were asked, **Overall, how satisfied are you with living in Omaha?** Approximately 72 percent of respondents indicated that they were either satisfied or very satisfied with living in Omaha.



SECTION THREE

Demographic characteristics of the survey respondents are provided below. Information on the Omaha Metropolitan Statistical Area (MSA) is also provided as a reference. In many cases, the survey respondents did not reflect the metro area as a whole but this should be expected based on the targeted population. For example, one would expect to find that a sample of young professionals would be more educated and have higher incomes than the population as a whole which was the case with this survey.

Age	Response Percent	MSA Total
19 or under	0.5%	29.2%
20 to 24	14.5%	7.1%
25 to 29	29.9%	6.8%
30 to 34	24.2%	7.1%
35 to 39	15.4%	7.4%
40 to 44	7.2%	8.0%
45 to 49	5.0%	7.5%
50 to 54	2.6%	6.6%
55 to 59	1.0%	5.3%
60 or older	0.7%	15.0%

Race/Ethnicity	Response Percent	MSA Total
White	88.9%	86.3%
Black or African American	6.2%	7.6%
American Indian or Alaska Native	0.3%	0.5%
Asian or Pacific Islander	1.8%	1.5%
Other	2.8%	4.2%
Hispanic Origin	2.7%	6.1%

Educational Attainment	Response Percent	MSA Total
Less than high school diploma	0.1%	12.2%
High school graduate (includes GED)	2.2%	29.2%
Some college, no degree	15.2%	25.0%
Associate degree	5.3%	6.7%
Bachelor's degree	51.3%	18.7%
Graduate or professional degree	25.8%	8.2%

Income	Response Percent	MSA Total
Less than \$20,000	4.7%	16.8%
\$20,000 to \$29,999	7.8%	11.9%
\$30,000 to \$39,999	14.3%	12.4%
\$40,000 to \$49,999	11.5%	11.3%
\$50,000 to \$74,999	21.4%	22.0%
\$75,000 to \$99,999	17.5%	12.3%
\$100,000 to \$149,999	15.4%	9.0%
\$150,000 or more	7.5%	4.3%

Summary

The Young Professionals Council will use this information in moving forward with its 2005 initiatives. The results will also be made available as a resource to the community at large.

For more information about the Greater Omaha Chamber of Commerce Young Professionals Council, contact Kristen Case at [402] 978.7945 or kcase@omahachamber.org. Please ask to be added to the broadcast list to receive information regarding Council activities and events.