

South Omaha Development Project HDR Data Reanalyzed

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The process we used

- We obtained all the raw data from the Likert scale as well as from the open-ended questions for a more meaningful analysis than what HDR offered in its report.
- We started with grouping the scaled questions in slightly different ways from HDR.
- We then coded all the open-ended questions and analyzed them.
- We offer initial findings and suggestions for a preliminary review by HWC and make changes as needed or required later.



Findings from the Likert Scale “Satisfaction” Questions

- How satisfied are you with the following aspects of South Omaha?
- 1 = very dissatisfied to 5 = very satisfied
 - Traffic/Roadway Conditions
 - Housing Options
 - Basic Needs
 - Community Places
 - Public Service
 - Economic Development Opportunities

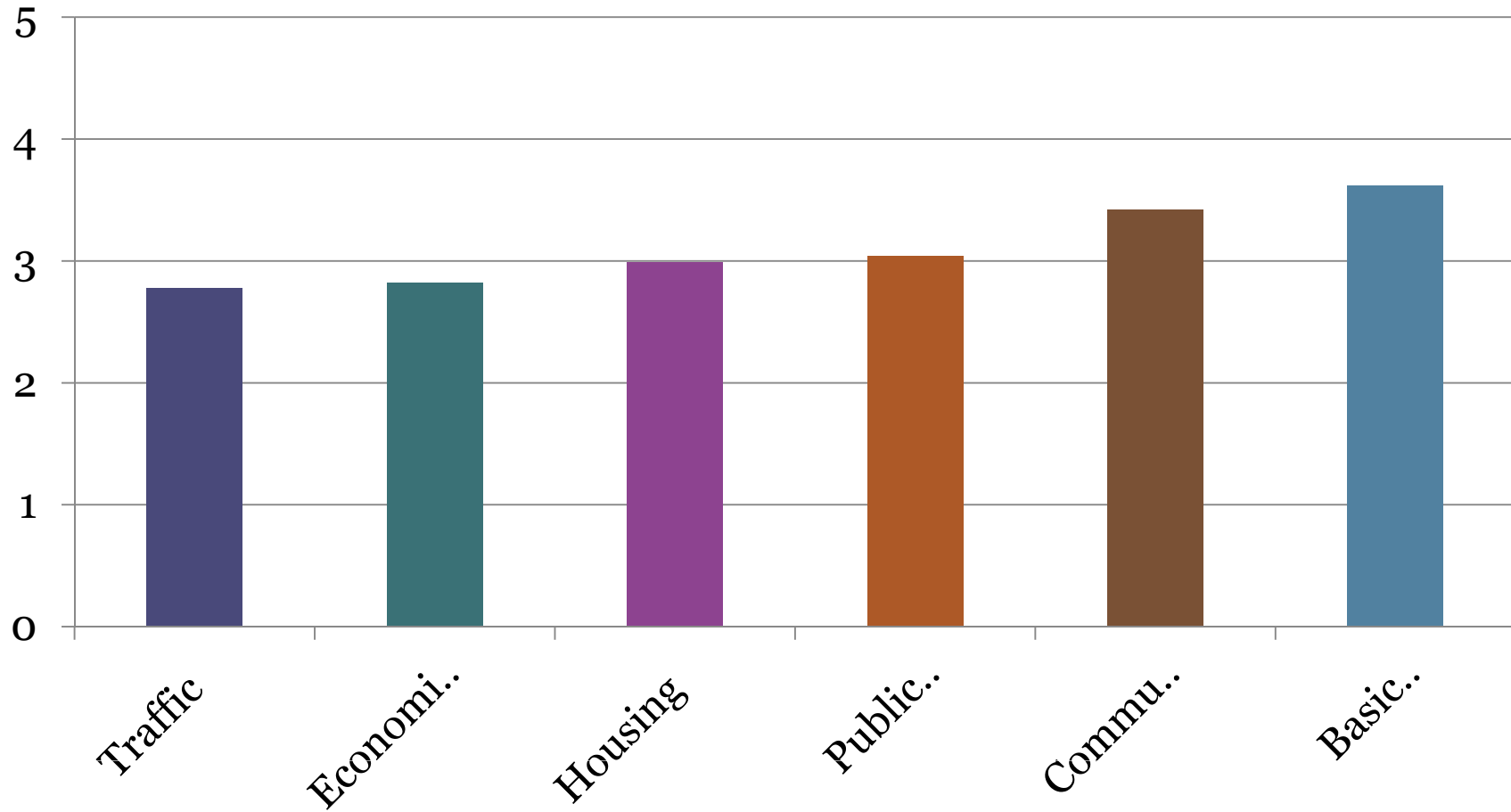



Findings from the Likert Scale “Satisfaction” Questions

- Survey respondents were *most* satisfied with basic needs and community places and *least* satisfied with traffic and economic development.
 - The differences are small, but statistically significant.

Satisfaction with Different Aspects of South Omaha


(1 = very dissatisfied to 5 = very satisfied)





Findings from the Likert Scale “Satisfaction” Questions

- People who were satisfied with one aspect of South Omaha tended to also be satisfied with other aspects of the community.
 - The average correlation between the “satisfaction” question responses was .372, which is a moderate to strong relationship.

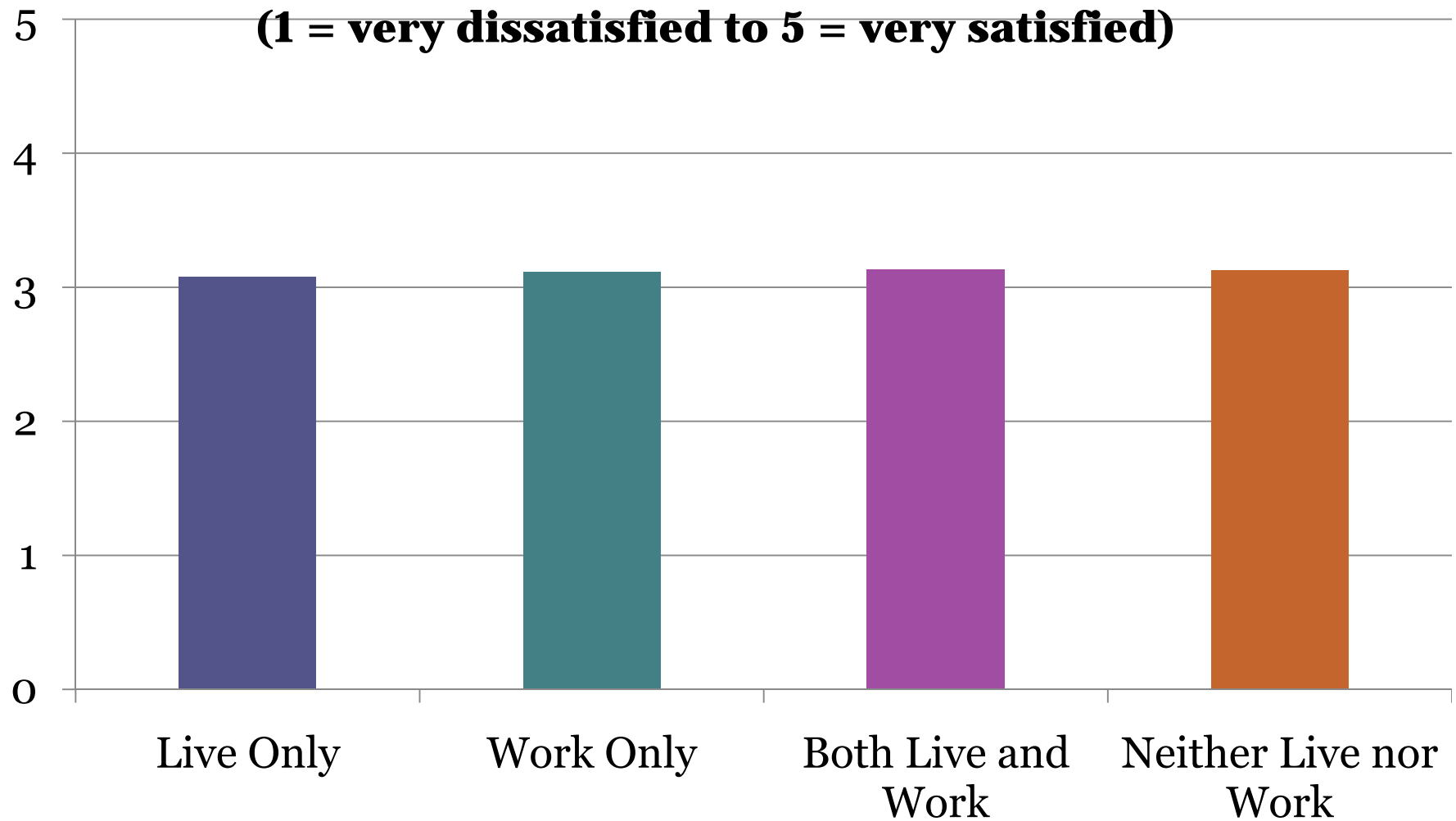



Findings from the Likert Scale “Satisfaction” Questions

- There were no differences in *overall* community satisfaction across people who live only, work only, both live and work, or neither live nor work in South Omaha.
 - There were also no statistically significant differences across the groups on any of the separate “satisfaction” questions.

Overall Satisfaction with South Omaha

(1 = very dissatisfied to 5 = very satisfied)






Findings from the Open-Ended “Appreciate” and “Issues” Questions

- What do you *appreciate* most about South Omaha?
 - Diversity
 - Atmosphere/Convenience
 - Business District
 - Community Amenities
 - Public Services
 - Nothing/Little
 - No Answer



Findings from the Open-Ended “Appreciate” and “Issues” Questions

- What are the *issues* facing South Omaha?
 - Quality of Life Barriers
 - Lack of Basic Needs
 - Lack of Public Services
 - Lack of Community Amenities
 - Traffic
 - Economic Development Barriers
 - Immigrants/Latino Population/Cultural Change
 - Housing
 - No Answer



Findings from the Open-Ended “Appreciate” and “Issues” Questions

- Respondents most appreciated South O’s:
 - Diversity (31%)
 - Business District (14%)
 - Atmosphere/Convenience (12%).
- Respondents felt the biggest issues facing South O were related to:
 - Quality of Life Barriers (33%)
 - Traffic (12%)



Findings from the Open-Ended “Appreciate” and “Issues” Questions

- People who *live only* in South Omaha were:
 - less likely to appreciate diversity.
 - more likely to appreciate atmosphere and convenience.
 - more likely to appreciate nothing or very little about the community.

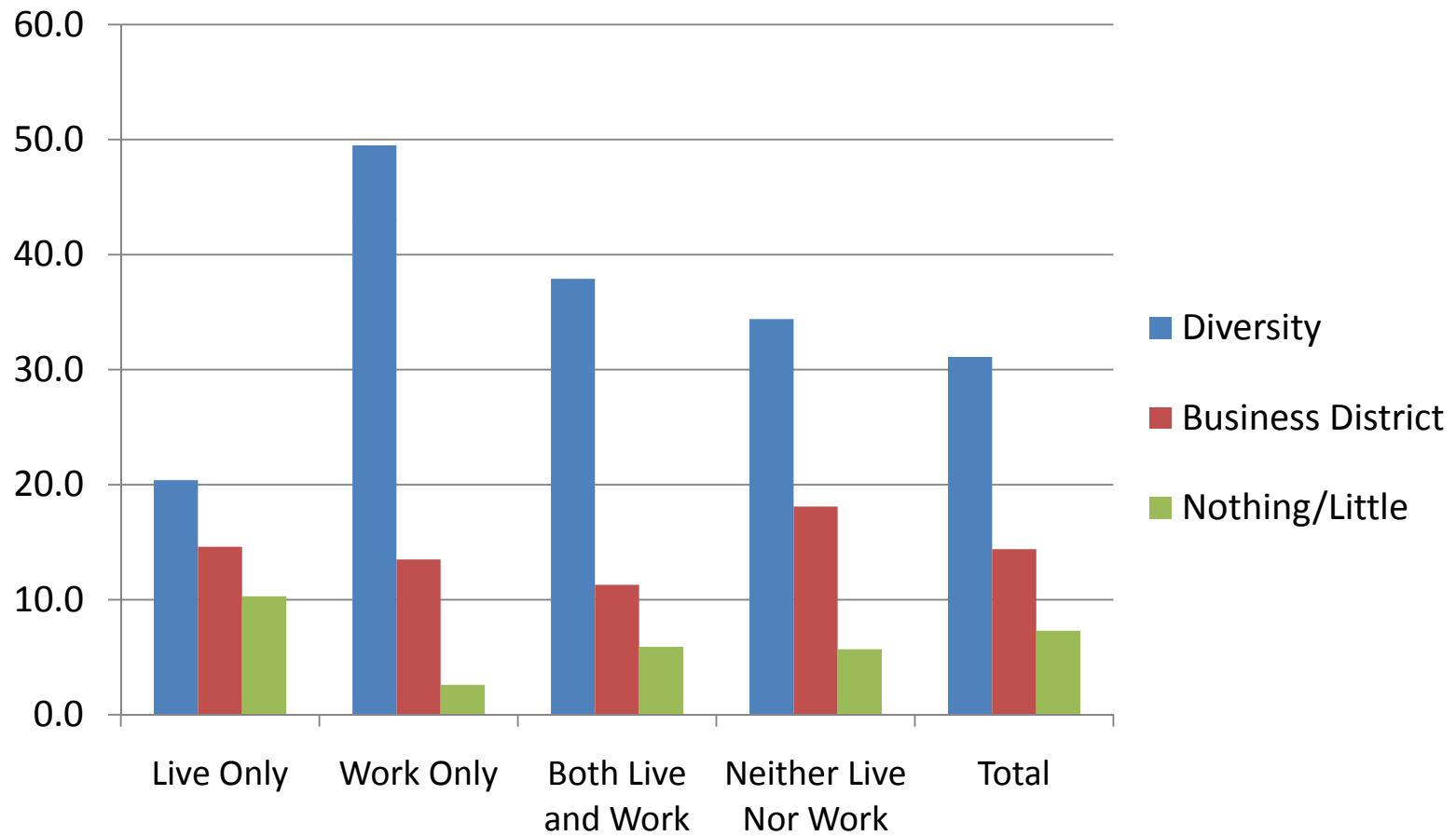
Findings from the Open-Ended “Appreciate” and “Issues” Questions

	Live Only	Work Only	Both Live and Work	Neither Live nor Work
Diversity	20%	50%	38%	34%
Atmosphere and Convenience	16%	7%	12%	9%
Nothing or Very Little	10%	3%	6%	6%

Appreciate by relation to South Omaha

Appreciate		Relation to South Omaha				
		Live Only	Work Only	Both Live and Work	Neither Live Nor Work	Total
Diversity	Count	131	95	134	103	463
	%	20.4	49.5	37.9	34.4	31.1
Atmosphere/ Convenience	Count	102.0	14.0	42.0	26.0	184.0
	%	15.9	7.3	11.9	8.7	12.4
Business District	Count	94.0	26.0	40.0	54.0	214.0
	%	14.6	13.5	11.3	18.1	14.4
Community Ammenities	Count	53.0	8.0	31.0	22.0	114.0
	%	8.3	4.2	8.8	7.4	7.7
Public Services	Count	29.0	7.0	17.0	9.0	62.0
	%	4.5	3.6	4.8	3.0	4.2
Nothing/Little	Count	66.0	5.0	21.0	17.0	109.0
	%	10.3	2.6	5.9	5.7	7.3
No Answer	Count	167.0	37.0	69.0	68.0	341.0
	%	26.0	19.3	19.5	22.7	22.9
Total	Count	642.0	192.0	354.0	299.0	1487.0
	%	100.0	100.0	100.0	100.0	100.0

Appreciate by relation to South Omaha





Findings from the Open-Ended “Appreciate” and “Issues” Questions

- People who *work only* in South Omaha were:
 - less likely to mention quality of life barriers as an important issue.
 - more likely to mention economic development barriers as an important issue.
- People who *live only* in South Omaha were:
 - more likely to mention immigrants and cultural change as an important issue.

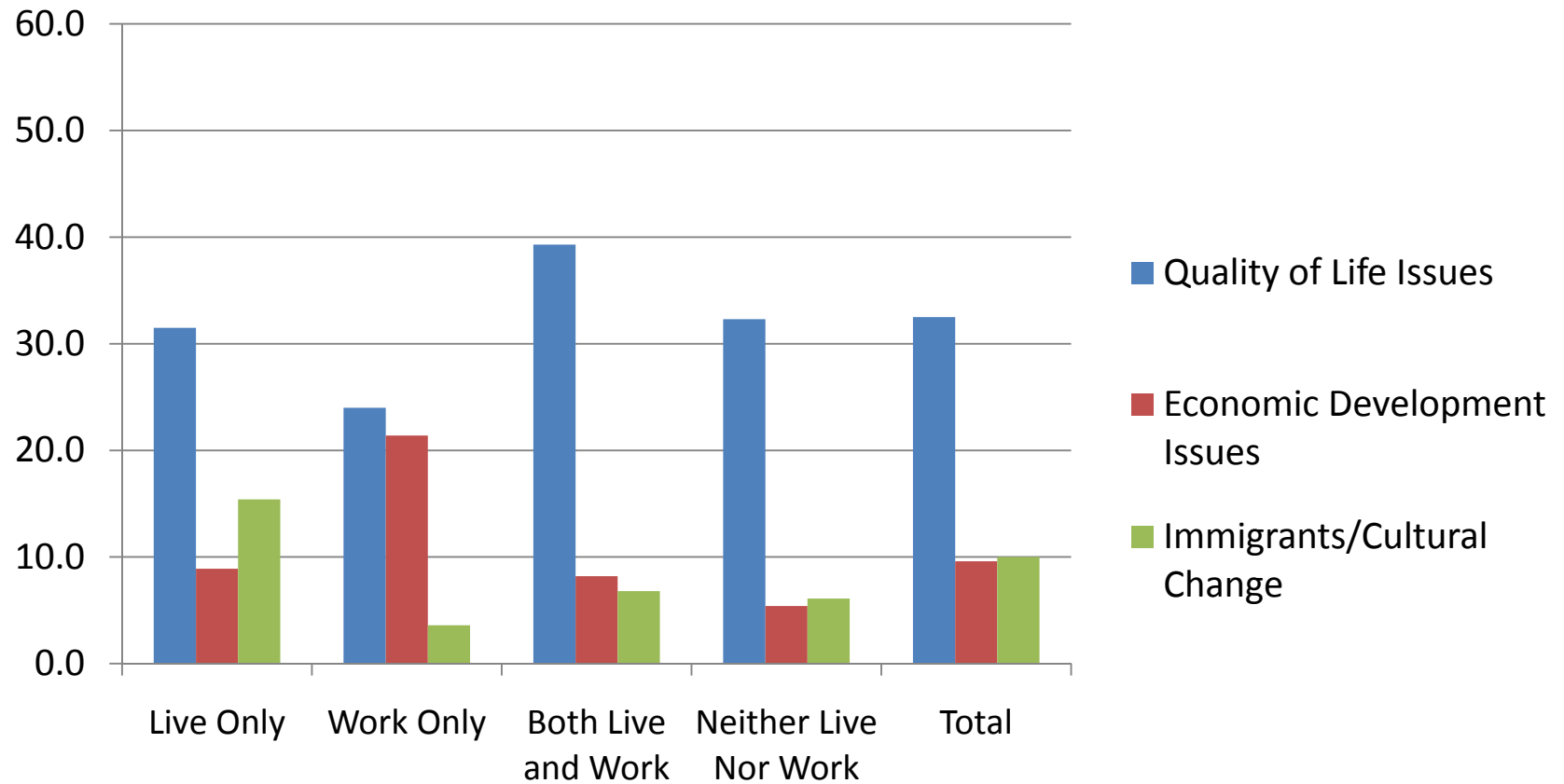
Findings from the Open-Ended “Appreciate” and “Issues” Questions

	Live Only	Work Only	Both Live and Work	Neither Live nor Work
Quality of Life	32%	24%	39%	32%
Economic Development Issues	9%	21%	8%	5%
Immigrants and Cultural Change	15%	4%	7%	6%

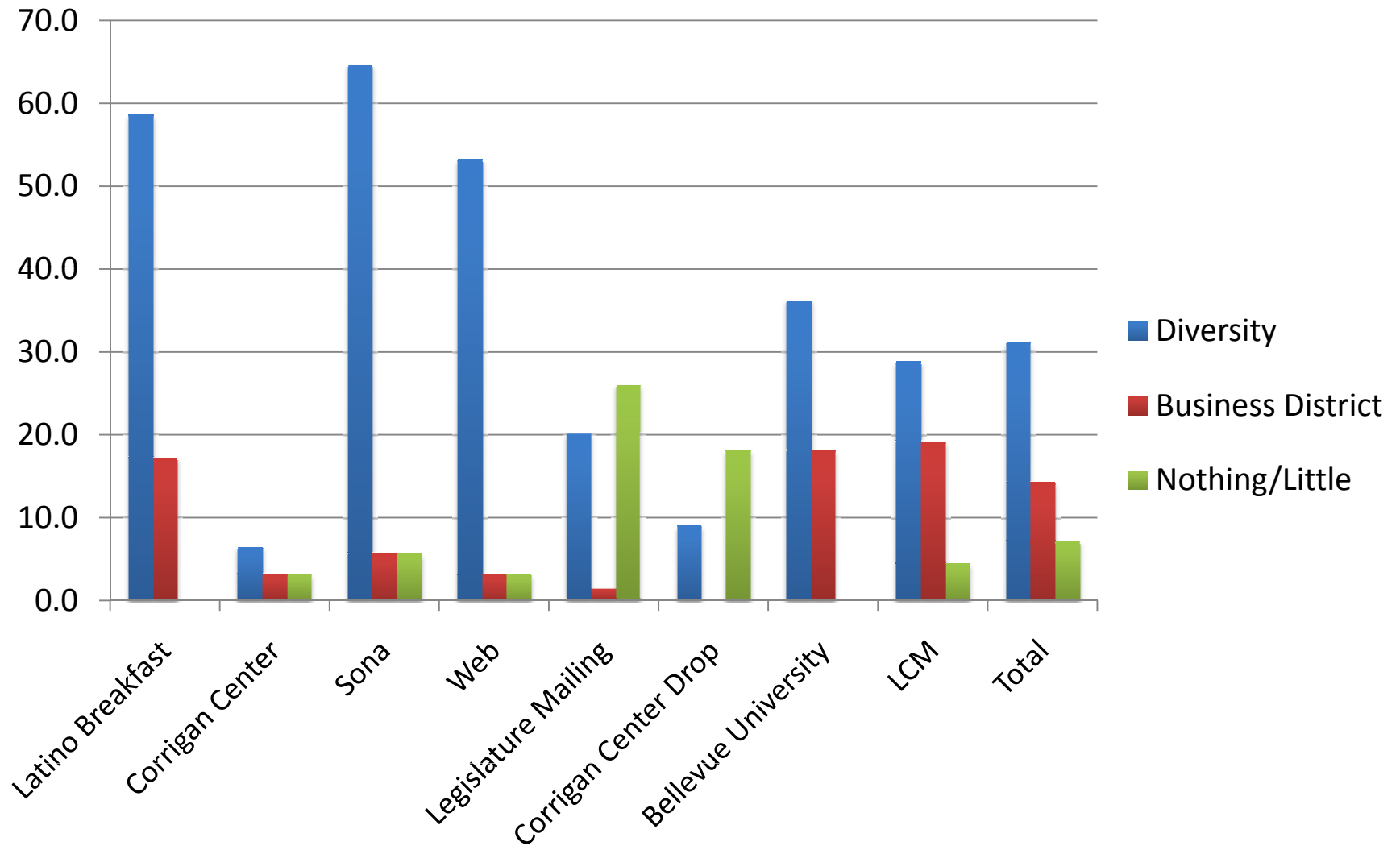
Issues by relation to South Omaha

Issues		Relation to South Omaha				
		Live Only	Work Only	Both Live and Work	Neither Live Nor Work	Total
Quality of Life	Count	202	46	139	96	483
	%	31.5	24.0	39.3	32.3	32.5
Lack of Basic Needs	Count	6.0	3.0	2.0	5.0	16.0
	%	0.9	1.6	0.6	1.7	1.1
Lack of Public Services	Count	59.0	18.0	34.0	28.0	139.0
	%	9.2	9.4	9.6	9.4	9.4
Lack of Amenities	Count	7.0	3.0	4.0	0.0	14.0
	%	1.1	1.6	1.1	0.0	0.9
Traffic	Count	72.0	26.0	47.0	38.0	183.0
	%	11.2	13.5	13.3	12.8	12.3
Economic Development	Count	57.0	41.0	29.0	16.0	143.0
	%	8.9	21.4	8.2	5.4	9.6
Immigrants/Cultural Change	Count	99.0	7.0	24.0	18.0	148.0
	%	15.4	3.6	6.8	6.1	10.0
Housing	Count	27.0	11.0	14.0	10.0	62.0
	%	4.2	5.7	4.0	3.4	4.2
No Answer	Count	113.0	37.0	61.0	86.0	297.0
	%	17.6	19.3	17.2	29.0	20.0
Total	Count	642	192	354	297	1485
	%	100	100	100	100	100

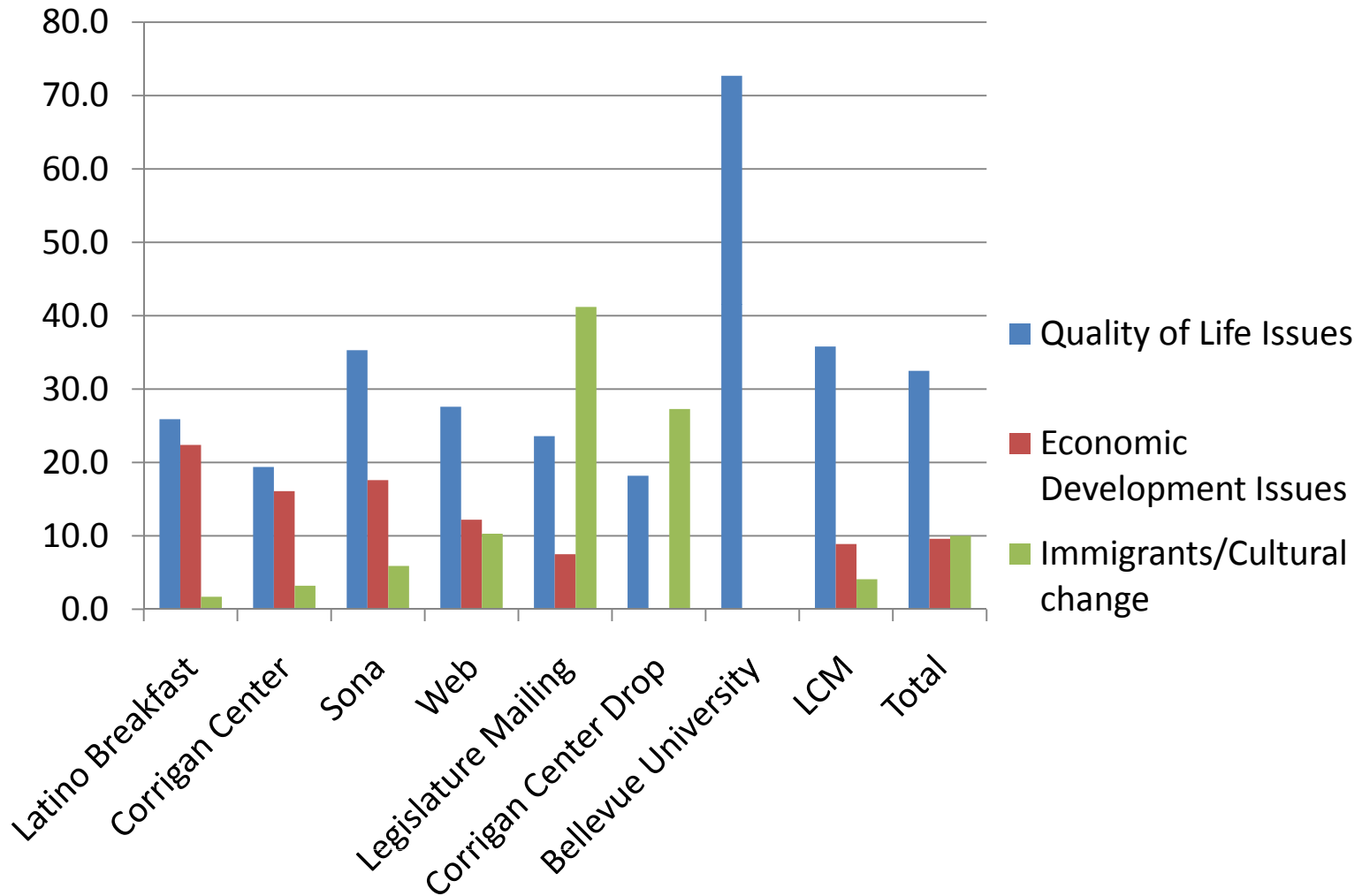
Issues by relation to South Omaha



Appreciate by Source



Issues by Source





Survey Attributes

- The large sample size allows for many comparisons across groups.
- Whether people live in only, work in only, both live and work in, or neither live nor work in South Omaha is an important distinction.
- The open-ended questions are an important additions that allow for diverse responses.



Remaining Questions

- Is this a *representative* sample of people who live in, work in, and visit South Omaha?
- Are age, gender, race-ethnicity, education, occupation, length of residence, own a business, and other demographic characteristics related to satisfaction with South Omaha?
- How invested in the South Omaha community are the respondents and how might this relate to community satisfaction?