South Omaha Development Project HDR Data Reanalyzed

Dan Hawkins, Ph.D. Assistant Professor of Sociology (data analysis) Alejandra Toledo, Yuriko Doku (coding and power point presentation) OLLAS-UNO

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

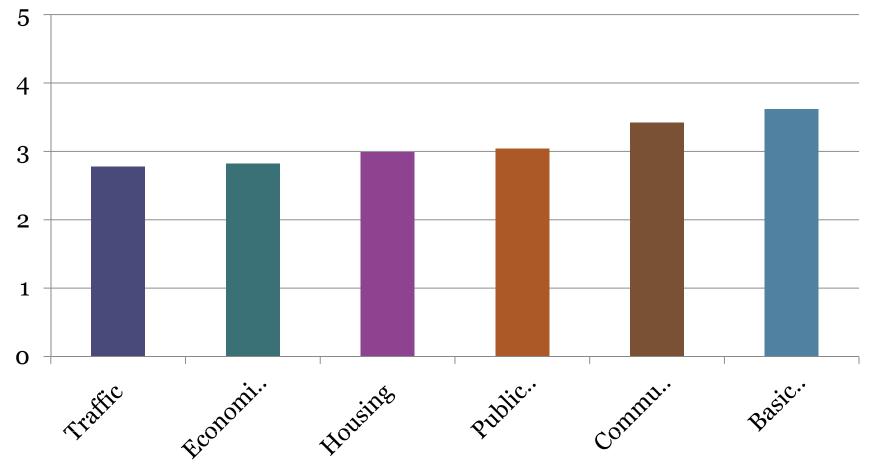
- How satisfied are you with the following aspects of South Omaha?
- 1 = very dissatisfied to 5 = very satisfied
 - Traffic/Roadway Conditions
 - Housing Options
 - Basic Needs
 - Community Places
 - Public Service
 - Economic Development Opportunities

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)

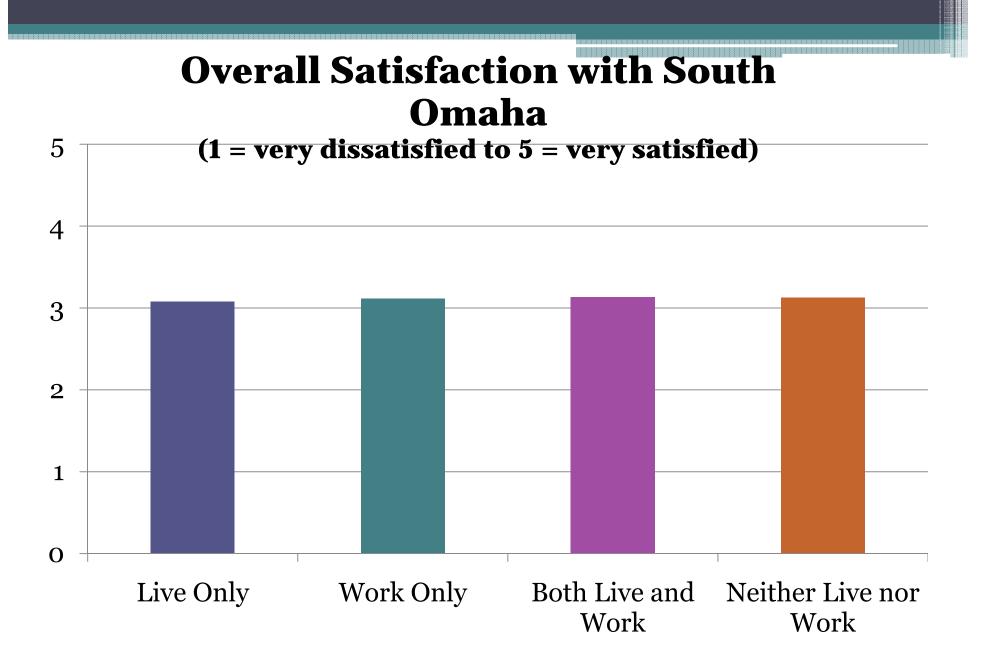


Findings from the Likert Scale "Satisfaction" Questions

- 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.



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

- 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%)

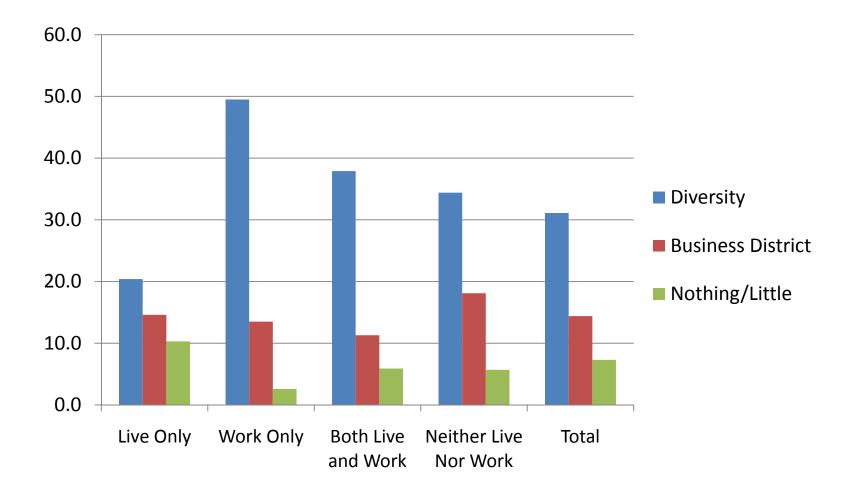
- People who *live only* in South Omaha were:
 - Iess likely to appreciate diversity.
 - more likely to appreciate atmosphere and convenience.
 - more likely to appreciate nothing or very little about the community.

	Live Only	Work Both Live Only 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



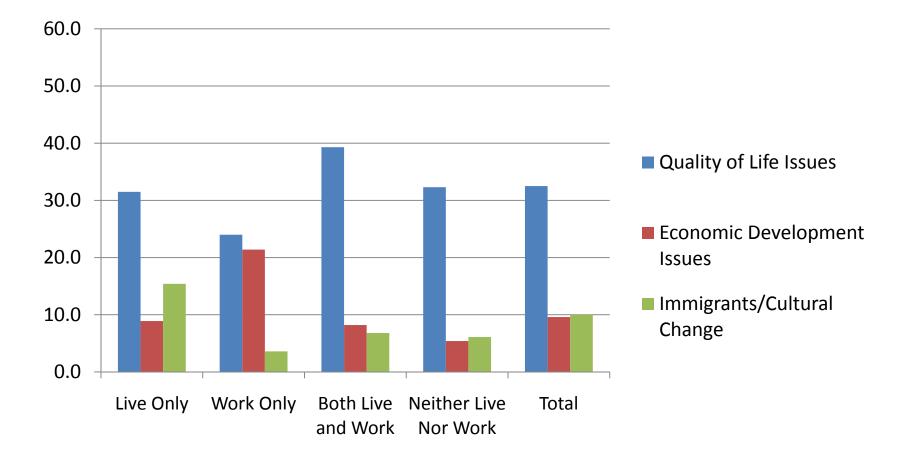
- People who *work only* in South Omaha were:
 - less likely to mention quality of life barriers as an important issue.
 - more likely to mention economic development barriers as an important issue.
- People who *live only* in South Omaha were:
 more likely to mention immigrants and cultural change as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

	Live Only	Work Only	Both Live and Work	Neither Live nor Work
Quality of Life	32%	24%	39%	32%
Economic Developmen t 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		

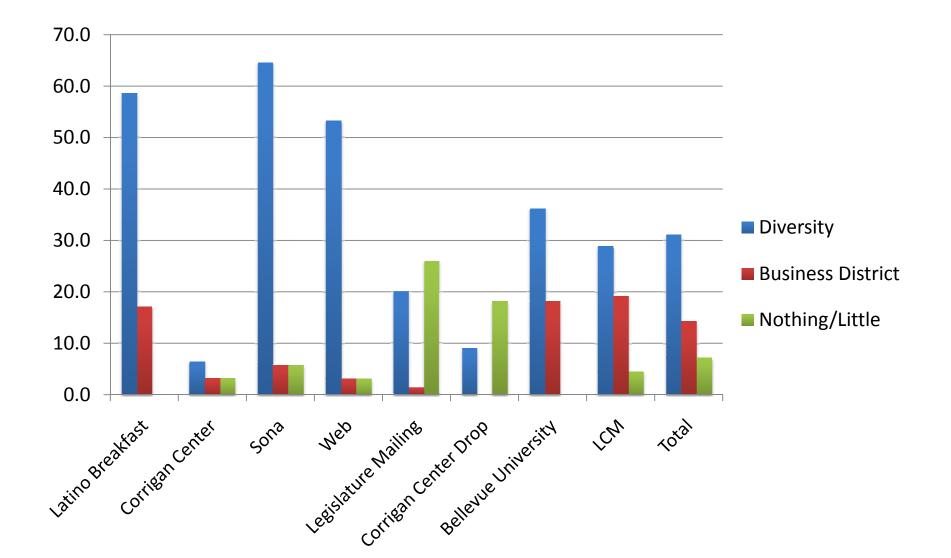
Issues by relation to South Omaha



Appreciate by Source of Data collection

Appreciate		Source								
		Latino Brkfast	Corrigan Center	SONA	Web	Legis. Mail	Corrigan Center Drop	Bellevue Univ.	LCM	Total
Diversity	Count	34	2	11	83	40	2	4	287	463
	%	58.6	6.4	64.7	53. <mark>2</mark>	20.1	9	36.3	28.9	31.1
Atmosph-Convenience	Count	2	8	1	25	40	1	1	105	183
	%	3.4	25.8	5.8	16	20.1	4.5	9	10.5	12.3
Business District	Count	10	1	1	5	3	0	2	192	214
	%	17.2	3.2	5.8	3.2	1.5	0	18.1	19.3	14.4
Community Amenities	Count	1	2	1	3	12	8	3	84	114
	%	1.7	6.4	5.8	1.9	6	36.3	27.2	8.4	7.6
Public Services	Count	0	0	0	0	7	0	0	55	62
	%	0.0	0.0	0.0	0.0	3.5	0.0	0.0	5.5	4.1
Nothing/ Little	Count	0	1	1	5	52	4	0	46	109
	%	0.0	3.2	5.8	3.2	26.1	18.1	0.0	4.6	7.3
No Answer	Count	11	17	2	35	45	7	1	223	341
	%	18.9	54.8	11.7	22.4	22.6	31.8	9	22.4	22.9
Total	Count	58	31	17	156	199	22	11	992	1486
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

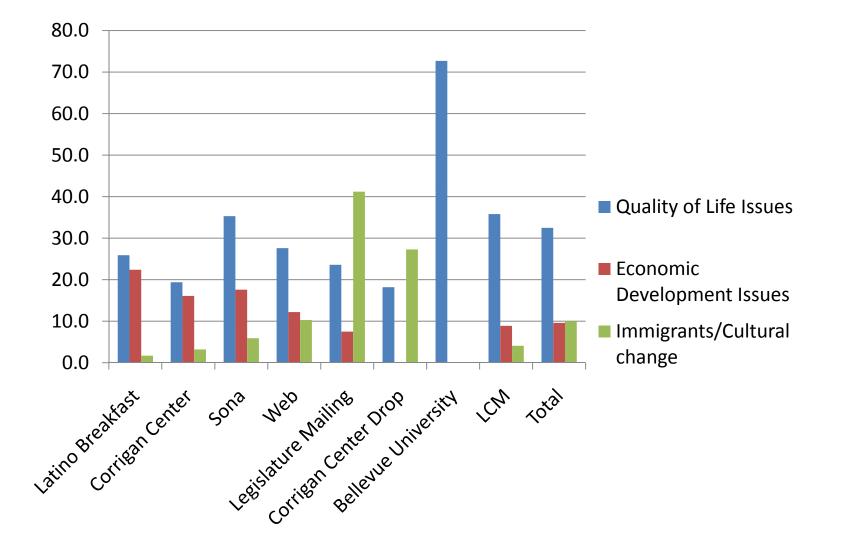
Appreciate by Source



Issues by Source

Issues		Source								
		Latino Breakft	Corrigan Center	SONA	Web	Legis. Mail	Corrigan Center Drop	Bellevue Univ.	LCM	Total
Quality of Life	Count	15	6	6	43	47	4	8	354	483
	%	25.9	19.4	35.3	27.6	23.6	18.2	72.7	35.8	32.5
Lack Basic needs	Count	5	0	0	3	1	0	1	6	16
	%	8.6	0	0	1.9	0.5	0.0	9.1	0.6	1.1
Lack Public Servcs	Count	5.0		0	10.0			1.0		139.0
	%	8.6	0	0	6.4	9.5	9.1	9.1	10.3	9.4
Lack Amenities	Count	1.0	0	0	2.0	3.0	0	0	8.0	14.0
	%	1.7	0	0	1.3	1.5	0	0	0.8	0.9
Traffic	Count	3.0	1.0	1.0	14.0	8.0	2.0	0	154.0	183.0
	%	5.2	3.2	5.9	9.0	4.0	9.1	0	15.6	12.3
Economic										
Development	Count	13.0		3.0	19.0			0		143.0
Immigrants/	%	22.4	16.1	17.6	12.2	7.5	0.0	0	8.9	9.6
Cultural Change	Count	1.0	1.0	1.0	16.0	82.0	6.0	0	41.0	148.0
	%	1.7	3.2	5.9	10.3	41.2	27.3	0	4.1	10.0
Housing	Count	4.0	1.0	2.0	16.0	14.0	0	0	24.0	61.0
	%	6.9	3.2	11.8	10.3	7.0	0	0	2.4	4.1
No Answer	Count	11.0	17.0	4.0	33.0	10.0	8.0	1.0	213.0	297.0
	%	19.0		23.5	21.2	5.0		9.1		20.0
Total	Count	58.0		17.0	156.0			11.0		1484.0
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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?