



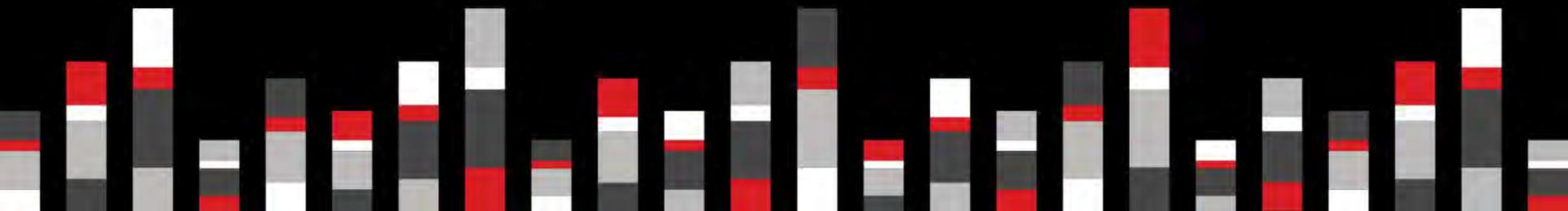
UNIVERSITY OF NEBRASKA AT OMAHA

CENTER FOR PUBLIC AFFAIRS RESEARCH

# Data and Research Series for Community Impact

PART ONE

MAY 7, 2025



# MISSION

The Center for Public Affairs Research collaboratively produces and disseminates high-quality public scholarship about topics that impact the lives of Nebraskans.

# VALUES



## **COLLABORATIVE**

Fostering connections between faculty; scholars; students; and community, statewide, and national partners to produce transformative public scholarship.



## **PURPOSEFUL**

Focusing on timely topics in order to provide inclusive and actionable solutions to improve the lives of Nebraskans.



## **ASPIRATIONAL**

Leading in the application of innovative and creative methods to conduct and communicate our research to further its impact in our community.



## **RESEARCH INTEGRITY**

Conducting objective, high-quality research to create an evidence base for decision makers in Nebraska.

cpar.unomaha.edu



@unocpar



**Impacting Our Region**

Recent Projects, Presentations, and Media Mentions by Topic: Data for Policy and Decision Makers, Workforce Access and Equity, and Community and Economic Development



**Data and Research Series for Community Impact**

Professional Development for Those Looking to Use Data to Drive Change in Our Communities



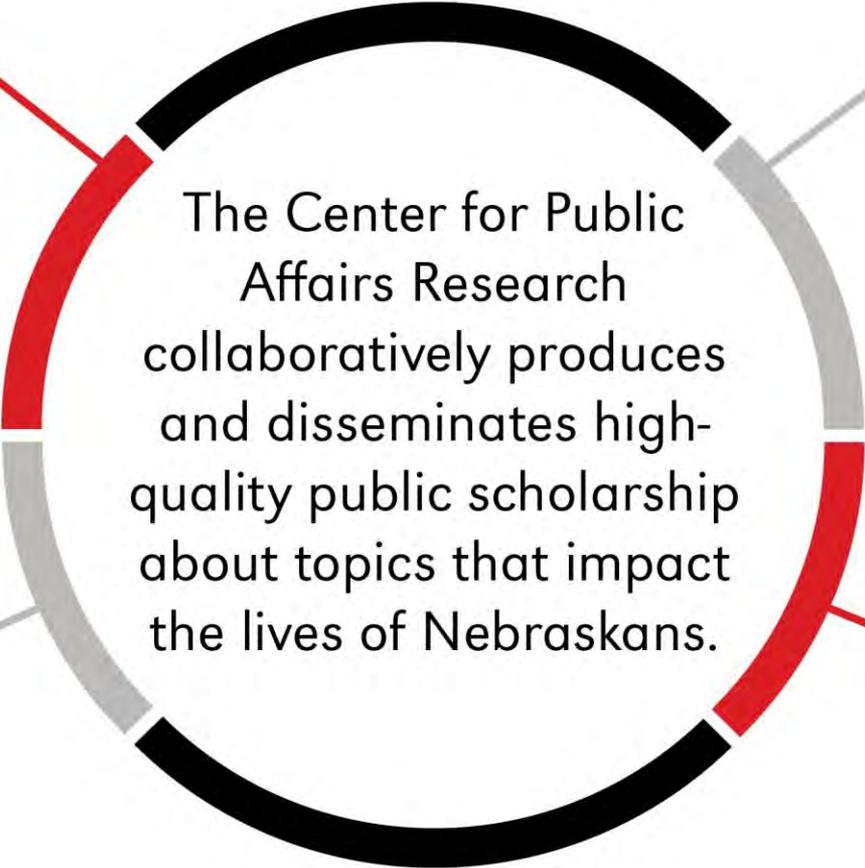
**State Policy Initiative**

Policy Briefs of Data for Planning Committee of the Nebraska State Legislature



**State Data Center**

Demographic Data Organized by State and County



The Center for Public Affairs Research collaboratively produces and disseminates high-quality public scholarship about topics that impact the lives of Nebraskans.



UNIVERSITY OF NEBRASKA AT OMAHA  
**CENTER FOR PUBLIC AFFAIRS RESEARCH**

# New form on CPAR Website for Census Data Requests

*Select from topics of interest in demographics, economics, housing, and social categories*

UNIVERSITY OF NEBRASKA OMAHA

COLLEGE OF PUBLIC AFFAIRS AND COMMUNITY SERVICE  
Center for Public Affairs Research

Who We Are | Nebraska By The Numbers | What We Do | Support CPAR

# DATA

THAT IMPACTS THE LIVES OF NEBRASKANS

Follow CPAR on LinkedIn

The Center for Public Affairs Research is here to assist you with projects including interactive dashboards, reports, infographics, briefs, surveys, and presentations.

Learn about our mission, values, services, and community partners.

Our recent projects, publications, and presentations are organized by the following topics:

- Data for Policy and Decision Makers**  
Housing, poverty, and demographic dashboards by county.  
[View our work here.](#)
- Workforce Access and Equity**  
Details on occupations, incomes, remote work, and entrepreneurship.  
[View our work here.](#)
- Community and Economic Development**  
Data about digital equity, rural transit, and rural youth and young professional surveys.  
[View our work here.](#)
- Metro Nebraska**  
Statistics from surveys, voter turnout, and economic development.  
[View our work here.](#)

### Census Data Requests

CPAR is the lead agency of the Nebraska State Data Center program. This relationship has resulted in our taking an active role in analyzing and disseminating Census and other data. If you need insights into demographic trends or specific data for your work, please fill out the Census Data Request form using the button below.

[Submit a Census Data Request](#)

## Census Data Request

The UNO Center for Public Affairs Research is proud to be the State Data Center for Nebraska, continuing our long-term partnership with the United States Census Bureau. UNO CPAR provides standard and custom Census data requests for public and nonprofit agencies across Nebraska. We charge for more detailed and customized datasets.

Please complete the following form to make a data request. **Requests may take two to three business days to complete.** For more detailed requests, we will reach out to discuss the project and associated costs. We look forward to working with you!

Name:\*

  
First Name Last Name

Organization:\*

Email:\*

Phone:\*

Title of project:

Demographic topics of interest (select all that apply):

- Age, Sex
- Hispanic or Latino Origin
- Race
- Total Population
- Other

Economic topics of interest (select all that apply):

- Commuting (Journey to Work) and Place of Work
- Employment Status
- Food Stamps/Supplemental Nutrition Assistance Program (SNAP)
- Health Insurance Coverage
- Income and Earnings
- Industry or Occupation
- Poverty Status
- Other

Housing topics of interest (select all that apply):

- Computer and Internet Use
- Occupancy/Vacancy Status
- Year
- Rooms
- Selected Monthly Owner Costs
- Tenure (Owner/Renter)
- Units in Structure
- Value of Home
- Vehicles Available
- Year (Household Moved into Unit)
- Year Structure Built
- Other

Social topics of interest (select all that apply):

- Ancestry
- Foreign Born
- Disability Status
- Education/Attainment
- Grandparents as Caregivers
- Language Spoken at Home
- Marital Status
- Migration/Residence 1 Year Ago
- Place of Birth
- School Enrollment
- Undergraduate Field of Degree
- Veteran Status, Period of Military Service
- Other

Provide a brief summary of your project including the geography for the day and year(s) you are interested to learn more about:\*

Estimated budget:

Project deadline:

[Submit Request](#)



UNIVERSITY OF NEBRASKA AT OMAHA  
CENTER FOR PUBLIC AFFAIRS RESEARCH

# Data and Research Series for Community Impact Presenters



JOSIE  
GATTI  
SCHAFFER



MIKE  
HELGERSON



MORENIKE  
ATEJIOYE



KURT  
ELDER



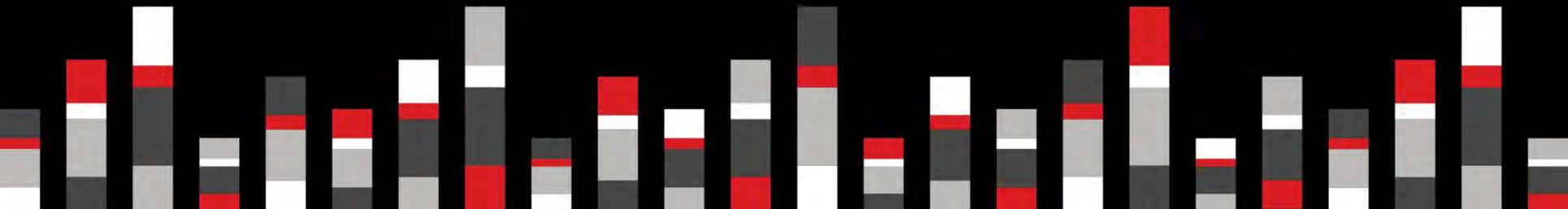
ALEC  
GORYNISKI



TREVON  
BROOKS



LUKE PELTZ



# Scan QR Code to View:

- Participant Materials
- Presentation Slides
- Evaluation



# 2024 Public Outreach

## Outreach

- 37 presentations, webinars, podcasts or panel discussions as a speaker or featured guest

## Media Mentions

- Featured in 116 stories across various outlets including KETV NewsWatch 7, First Alert 6, KMTV 3 News Now, 10/11 NOW KOLN/KGIN, KLKN-TV Channel 8, Nebraska Examiner, Omaha World Herald, Lincoln Journal Star, Flatwater Free Press, The Grand Island Independent, Kearney Hub, Norfolk Daily News, The Columbus Telegram, and more





**From State Leaders to  
National Contenders?  
*Visualizing Growth in  
Nebraska's Two Largest  
Metropolitan Areas |  
Omaha and Lincoln***

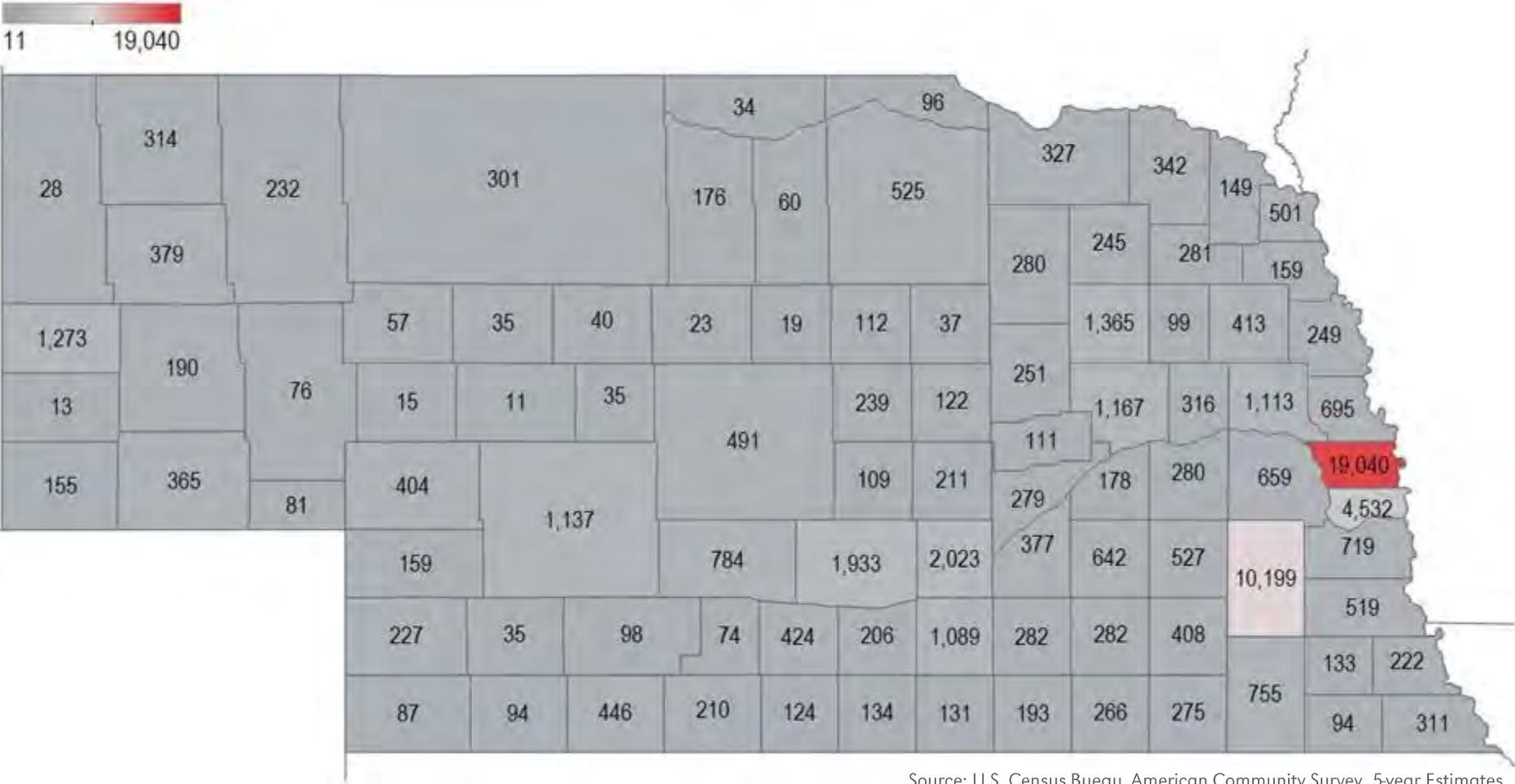
**Josie Gatti Schafer, Ph.D.**

Director

Center for Public Affairs Research, University of Nebraska at Omaha

# Comparing Omaha and Lincoln to the rest of Nebraska offers limited insight. They truly lead the state on a wide range of metrics.

*Number of business establishments by county 2022*



Source: U.S. Census Bureau, American Community Survey, 5-year Estimates

# Are we national contenders?



Courtesy of Visit Omaha



## Omaha, NE

BEST PLACES TO LIVE IN THE U.S. 2025

Midwestern charm and a vibrant city vibe come together in Omaha. The city is known for its thriving arts and culture scene, world-class culinary experiences, strong job market, affordable housing and, of course, the steaks!



The Hottest U.S. Housing Markets

## Hottest Markets Overall

Although the hottest MSA scores ranged up to 76.2, there were lower-scoring MSAs under 50, including Boston, Sacramento and two markets in Florida. At the top of the spectrum, the following MSAs are the hottest housing markets ranked from first to fifth:

- Omaha, Nebraska – 76.2
- Austin, Texas – 72.3
- Houston – 72.1
- Charleston, South Carolina – 71.6
- Denver – 71.5



The 25 Best Places to Find a Job

## 25. Lincoln, Nebraska

Best Places 2024-2025 Rank: 24  
 Population: 297,005  
 Median Home Price: \$234,589  
 Median Household Income: \$77,421  
 Unemployment Rate: 3.26%

With top employers including [Bryan Medical Center](#), the [University of Nebraska](#), student loan processor Nelnet and Ameritas Life Insurance Corp., [Lincoln](#) offers a varied economy that outperformed many parts of the U.S. in the post-pandemic recovery, according to the St. Louis Federal Reserve. In Nebraska's capital, nearly a quarter of all workers are employed by the state government, but the city's other prominent industries include trade, transportation and utilities, education and health services, and leisure and hospitality. The median household income is \$77,421. The unemployment rate is just 3.26%, the third lowest out of the 150 top cities in this year's ranking.

## AARP Livability Index™ Ranks Lincoln in Top 10 U.S. Large Livable Communities

By Jess Kinsler, October 15, 2024 02:45 PM



Figure 39: North America's Next 25 Markets

Market	Total Tech Employment (2022)	Total Tech Growth (5 years)	Total Tech Wages (2022)	Total Tech Wage Growth (5 years)	Software Developer Wage (2022)	Software Developer Wage Growth (5 years)	Tech Talent Degrees Graduates (2022)
1 Huntsville	25,910	17.9%	\$114,065	19.6%	\$113,774	9.7%	988
2 Colorado Springs	20,360	12.3%	\$116,830	20.0%	\$125,620	15.5%	1,500
3 Dayton	17,150	-1.8%	\$92,556	5.6%	\$84,565	-13.5%	1,689
4 London, Ontario*	16,400	88.5%	\$66,873	26.7%	\$69,139	9.7%	1,081
5 Halifax*	15,600	64.2%	\$69,216	31.0%	\$76,088	31.1%	1,069
8 Albany	18,750	-5.0%	\$98,981	18.4%	\$101,461	18.4%	2,007
7 Omaha	23,330	-0.5%	\$101,814	24.9%	\$105,257	20.5%	910
8 Trenton	13,760	11.7%	\$124,390	30.6%	\$123,475	26.0%	864
9 Providence	20,060	4.3%	\$112,504	20.7%	\$117,998	23.6%	1,928
10 Rochester	22,560	-2.0%	\$101,189	29.0%	\$102,015	14.7%	2,234
11 Palm Bay, FL	16,130	20.0%	\$107,206	17.7%	\$117,957	10.4%	631

Source: U.S. Bureau of Labor Statistics (Metro), Statistics Canada (Metro), April 2024.

Note: Markets were separately ranked according to their relative strength based on eight of the 13 metrics used for the top 50.

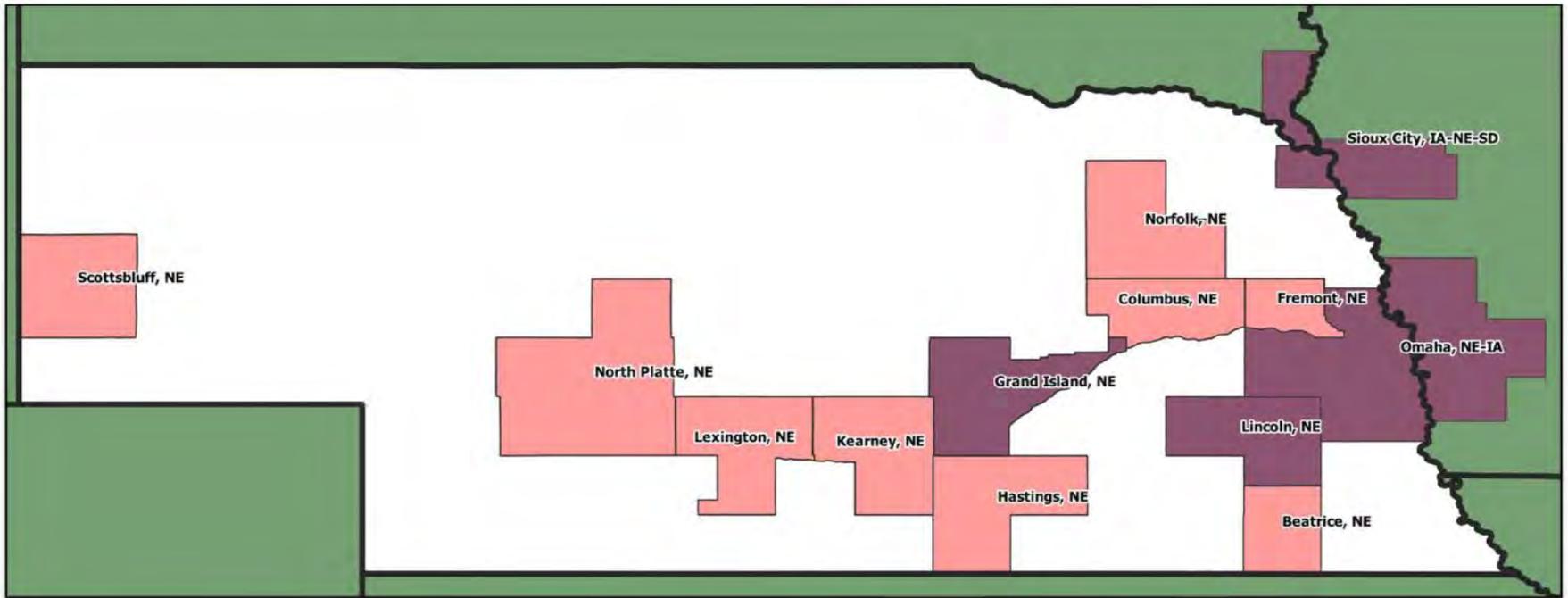
# Metropolitan Statistical Areas (MSAs)

A Metropolitan Statistical Area is a geographic region that includes:

- At least one urbanized area with 50,000+ people
- Adjacent entire counties that have strong social and economic integration with the urban core, primarily measured through commuting patterns
- Core urban area is identified using Decennial Census data
- Commuting ties to surrounding counties are assessed using the American Community Survey
- MSA boundaries are updated each decade based on the latest data
- In Nebraska and nationally most live in MSAs

<https://www.census.gov/programs-surveys/metro-micro/about.html>

# Nebraska CBSAs



Metropolitan Statistical Area  
Micropolitan Statistical Area

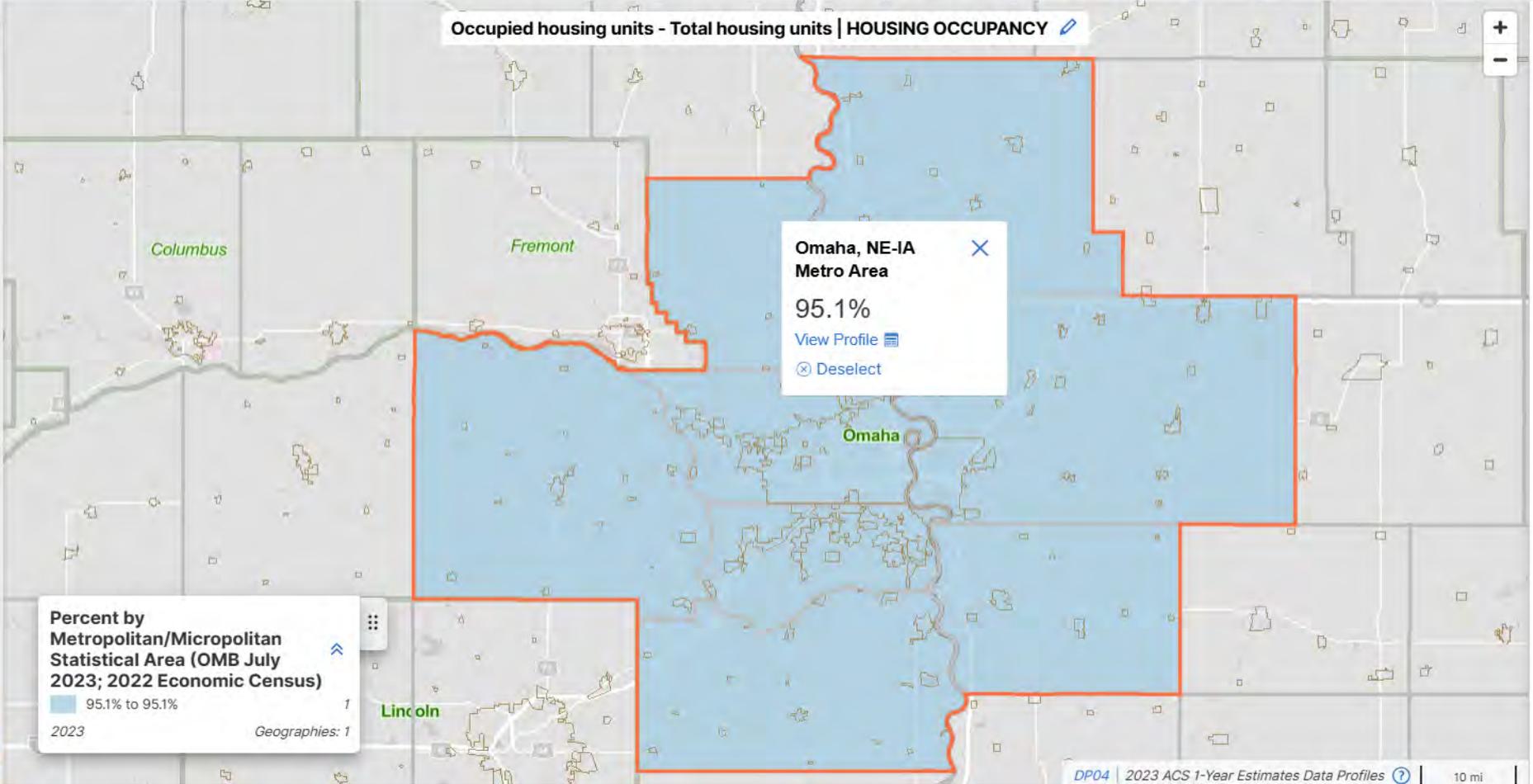
*From Allison Shafer, Supervisory Geographer at the U.S. Census Bureau at the 2023 Data and Research Series for Community Impact*

**Occupied housing units**

Total housing units HOUSING OCCUPANCY Selected Housing Characteristics

Select Clear Geos Layer Year Dataset Basemap Boundaries Colors Identify GeoJSON Notes Table

Occupied housing units - Total housing units | HOUSING OCCUPANCY

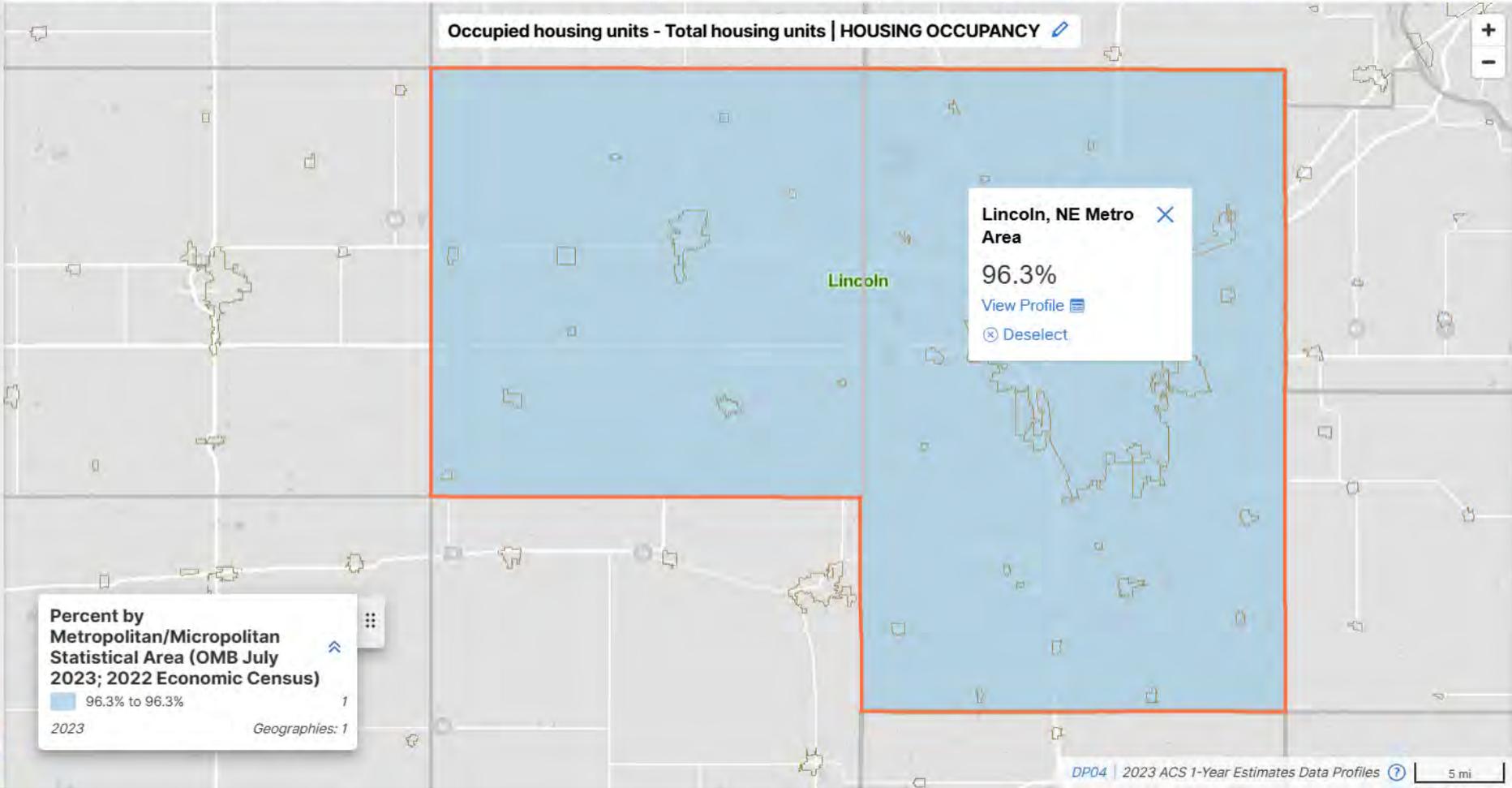


**Occupied housing units**

Total housing units | **HOUSING OCCUPANCY** | Selected Housing Characteristics

- Select
- Clear Geos
- Layer
- Year
- Dataset
- Basemap
- Boundaries
- Colors
- Identify
- GeoJSON
- Notes
- Table

**Occupied housing units - Total housing units | HOUSING OCCUPANCY**



# Data Sources

# Population Estimates



## Population and Housing Unit Estimates Tables

The population and housing unit estimates are released on a flow basis throughout each year. Each new series of estimates (referred to as a "vintage") is revised annually beginning with the date of the most recent decennial census to incorporate the latest administrative record data, geographic boundaries, and methodology.

The vintage year (e.g., V2024) refers to the final year of the time series. The reference date for all estimates is July 1, unless otherwise specified. Products are released for each new vintage between December and June. During these months, pages will show a combination of products from both the new vintage and the previous year's vintage. As new products are released, they supersede the older vintage products. We recommend that the most recent vintage available is used whenever possible. However, data from separate vintages should not be combined. To access past vintages of data, please see the [FTP2 site](#).

Additional estimates files for some historical vintages may also be accessed via the [Census Bureau application programming interface \(API\)](#). Current estimates are unable to be supported by the API at this time.

Information on the Population and Housing Unit Estimates Special Tabulation Program.

All 2024 2023 2022 2021 More ▾

2024

Table

### National Population by Characteristics: 2020-2024

April 2025

This page features national population estimates by demographic characteristics for years 2020-2024.

Table

### County Population Totals: 2020-2024

March 2025

This page features county population estimates totals and components of change for years 2020-2024.

Table

### Metropolitan and Micropolitan Statistical Areas Totals: 2020-2024

March 2025

This page features metropolitan and micropolitan statistical area population

- U.S. Census Bureau Population Estimates Vintage 2024
- Statistical and administrative process calibrated to the Decennial Census.
- Timely resource for population totals:
  - National, State Population Total Estimates and “Components of Change” in **December**
  - County and Metro “Components of Change” in **March**
  - City and All Demographic “Characteristics” in **July**
- How to Access
  - <https://www.census.gov/programs-surveys/popest.html>

# American Community Survey

The image shows a page from the American Community Survey questionnaire booklet. At the top left is the U.S. Census Bureau logo. The title "The American Community Survey" is centered at the top. A green box contains the text: "This booklet shows the content of the American Community Survey questionnaire." Below this is a "Start Here" section with two options: "Respond online today at: https://respond.census.gov/scs" and "Complete this form and mail it back as soon as possible." There are instructions for printing the name and telephone number of the person filling out the form, with fields for Last Name, First Name, and MI. Below that is a section for "How many people are living or staying at this address?" with instructions to include or exclude certain individuals. At the bottom left, there is a section for "If you need help or have questions about completing this form, please call 1-800-354-7271" and "Text Telephone (TTY): Call 1-800-582-8330."

- How to Access

- [data.census.gov](https://data.census.gov)
- [cpar.unomaha.edu/sdc](https://cpar.unomaha.edu/sdc)
- <https://opportunity.nebraska.gov/regions/>

- 3.5 million respondents annually
  - A Pew Research Center poll is about 1,500 respondents
- Can take up to 40 minutes to complete:
  - Demographics
  - Economics – focus in this presentation
  - Social
  - Housing
- 1-year estimates 2023 released **September** for populations 65,000+
- 5-year estimates 2023, **December**, all counties, places, zip code tabulation areas, and census tracts - range between 1,200 and 8,000 people, optimally 4,000

# Why Aren't We Using Bureau of Labor Statistics Data for Our Economic Data?

- BLS quality highest at the state or metro levels, less so for rural
  - Smaller sample sizes of monthly data – CPS is appx. 60,000 a month nationally\*
- Multiple surveys and administrative data often combined – statistical updates common
- Seasonal fluctuations/monthly data
- Varied access limitations

The screenshot shows the U.S. Bureau of Labor Statistics website. The top navigation bar includes links for HOME, SUBJECTS, DATA TOOLS, PUBLICATIONS, ECONOMIC RELEASES, CLASSROOM, and BETA. Below this, there are several category lists: Inflation & Prices, Pay & Benefits, Occupational Requirements, Unemployment, Employment, Workplace Injuries, Productivity, Spending & Time Use, and International. A search bar is located in the top right corner. Below the category lists, there is a 'GRAPHICS' section with a bar chart titled 'Productivity change in the nonfarm business sector, 1947 Q1 - 2024 Q4'. The chart shows annual percentage changes for five quarters: 2.7, 2.1, 2.8, 1.9, and 2.3. To the right of the chart is a 'NEXT RELEASES' section with information about the 'Productivity and Costs: First Quarter 2025, Preliminary' report, scheduled for release on May 8, 2025. Below that is a 'PUBLICATIONS' section for 'THE ECONOMICS DAILY'. A sidebar on the right contains a search bar for 'Search Productivity', buttons for 'About OPT' and 'Contact OPT', and a snippet of text about 'Inputs of goods and services. Measures of labor (LFP), also known as multifactor productivity (MFP), and purchased services.'

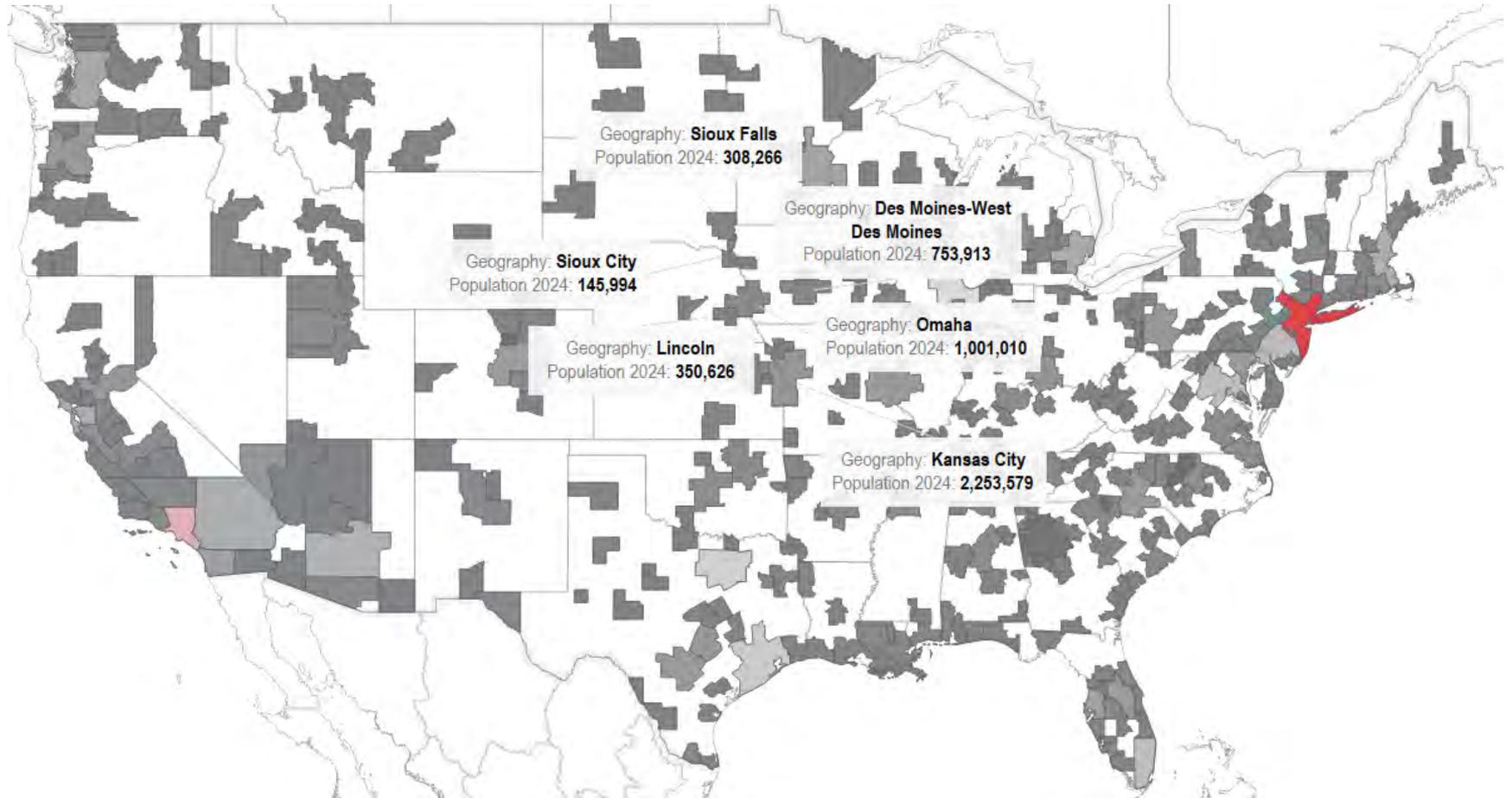
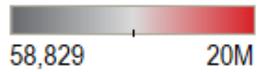
# Zillow Data

- Housing is a particularly dynamic market
  - Zillow estimates 80-90% of all sales are captured in the data  
*\*higher in the metros but lower in rural areas*
  - Rich in detail and easy to access
- How to Access  
<https://www.zillow.com/research/data/>

	2023 1-year Median Home Price Owner Occupied	2023 5-year Median Home Price Owner Occupied	Zillow Median Home Sale Price July 2024 March 2025
Omaha Metro	\$278,300	\$248,100	\$287,700 \$271,500
Lincoln Metro	\$277,300	\$257,500	\$280,500 \$284,106

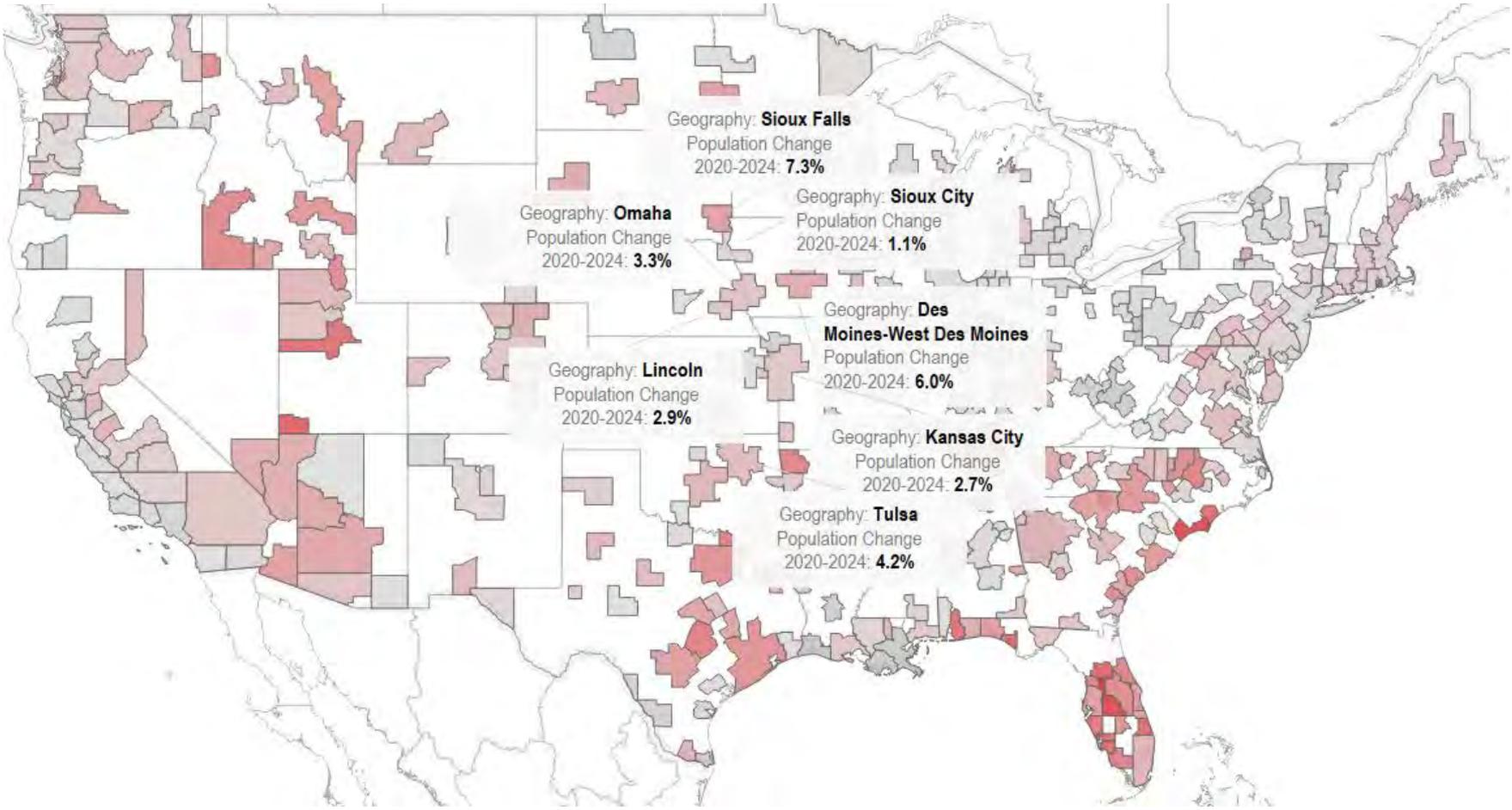
In 2024, the Omaha MSA surpassed 1 million in population.  
Lincoln surpassed 350,000.

*Total population 2024 by MSA with regional comparison*



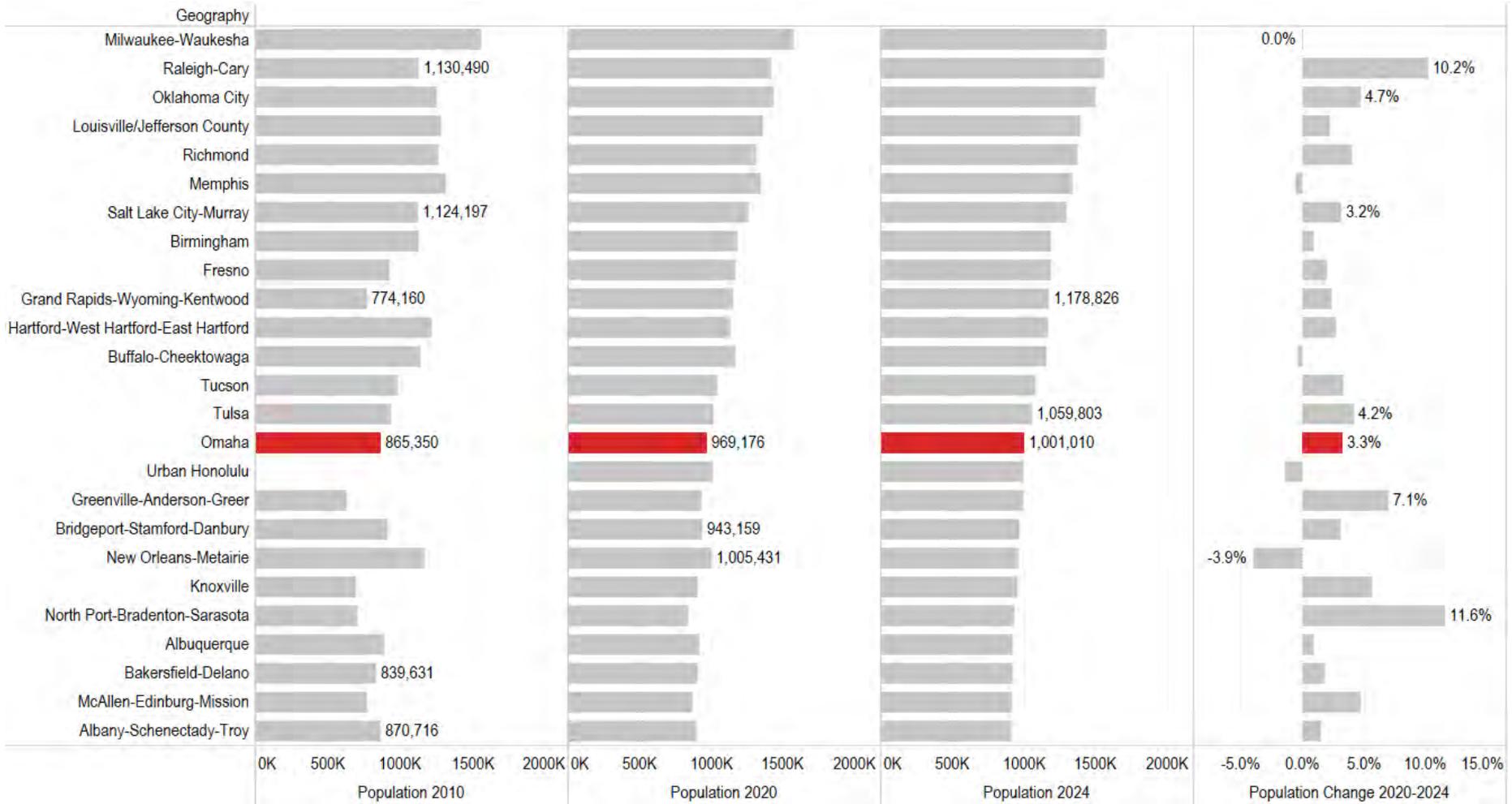
# Omaha and Lincoln MSA growth 2020 to 2024 – 3.3% and 2.9% respectively – are average in the region.

*Percent change in population 2020 to 2024*



# Examining population and growth over time reveals a set of national population peers for Omaha

*Total population 2010, 2020, and 2024 and percent change in population 2020 to 2024. Sorted on population 2024.*



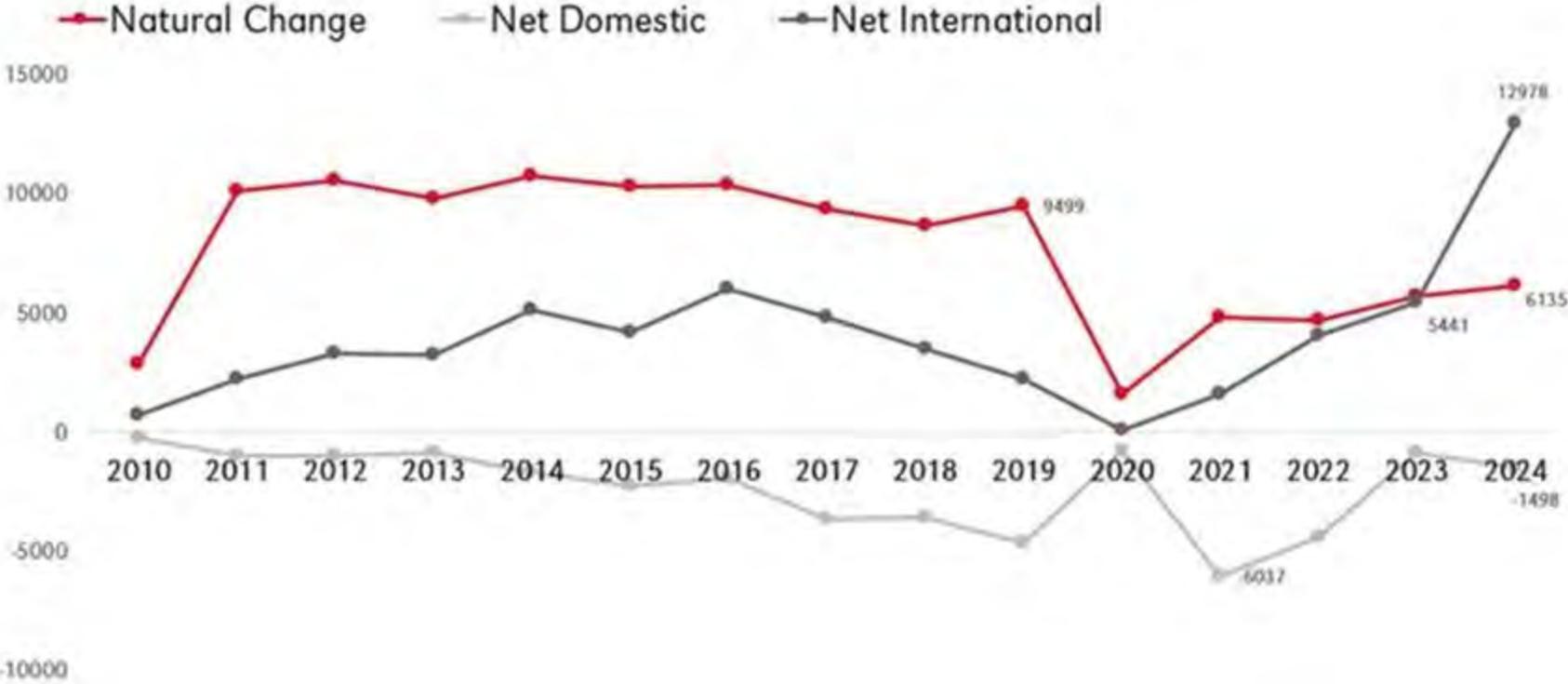
# Examining population and growth over time reveals a set of national population peers for Lincoln

*Total population 2010, 2020, and 2024 and percent change in population 2020 to 2024. Sorted on population 2024.*



# Nebraska population grew 0.88% 2023 to 2024 surpassing the 2 million mark, driven by international immigration and natural change

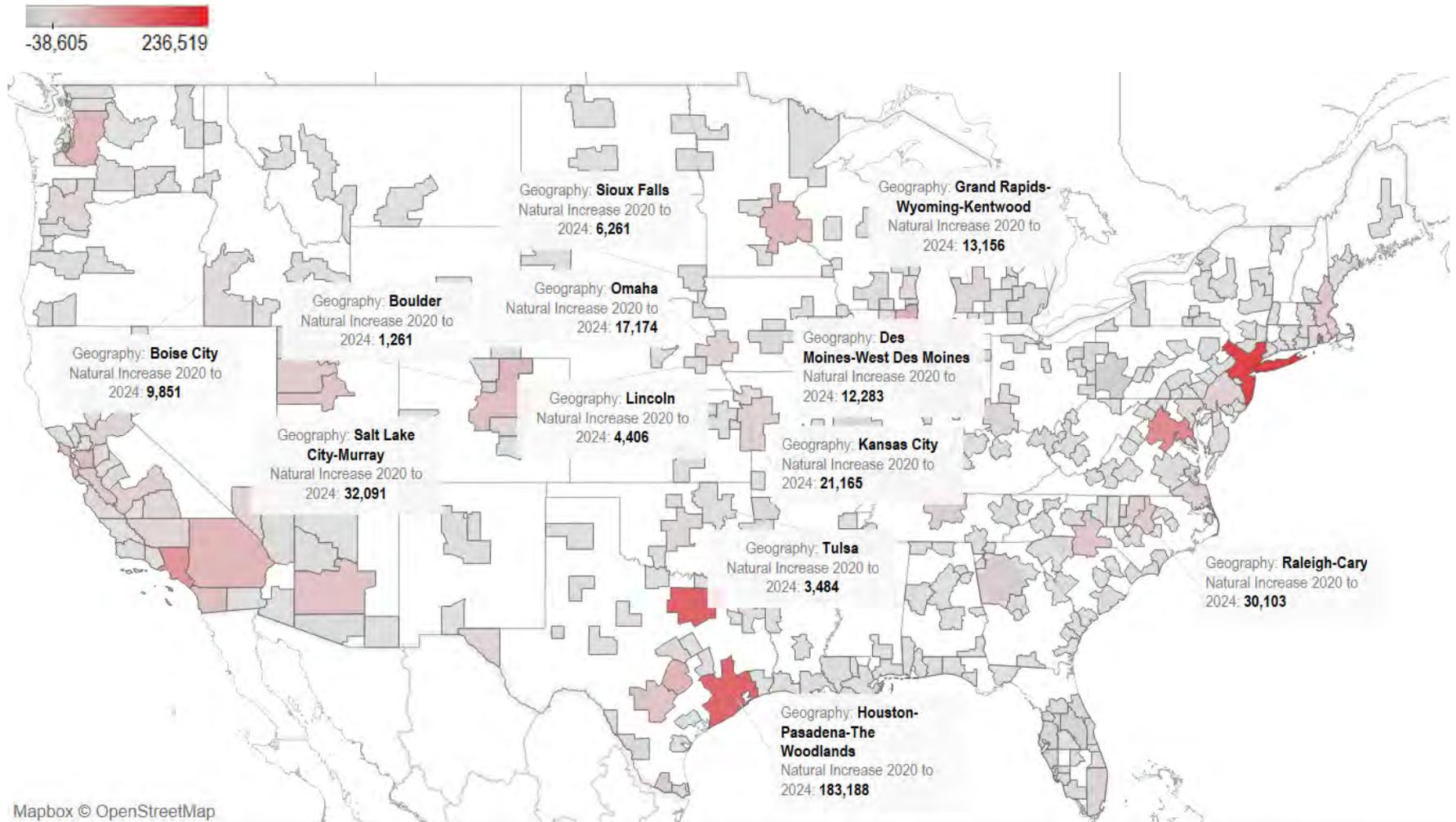
*Components of population change 2010 to 2024*



Source: U.S. Census Bureau, Population Estimates

# Consistent with the state, Nebraska's largest MSAs show strong positive natural change

*Natural change 2020 to 2024 by MSA*



Mapbox © OpenStreetMap