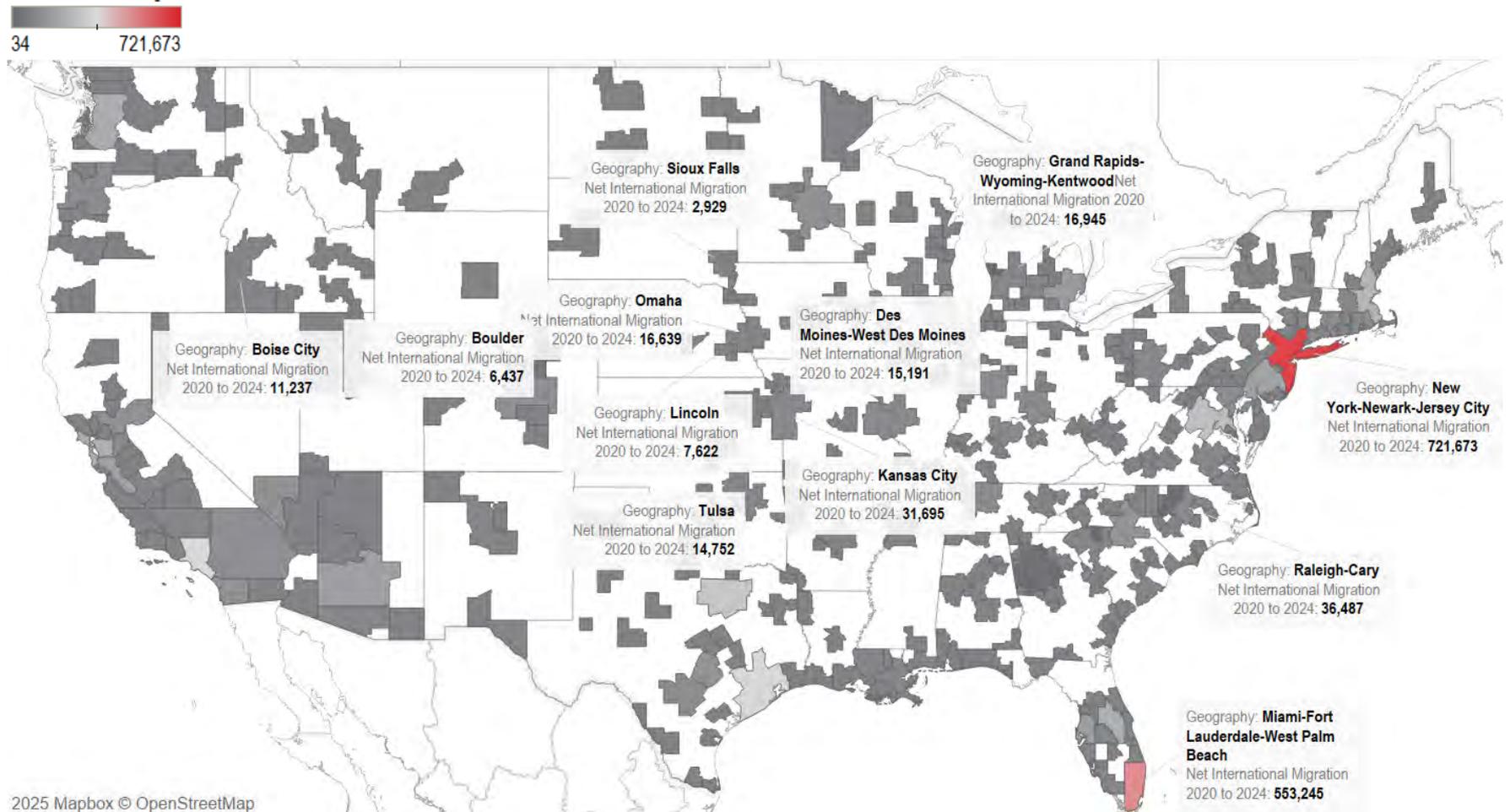


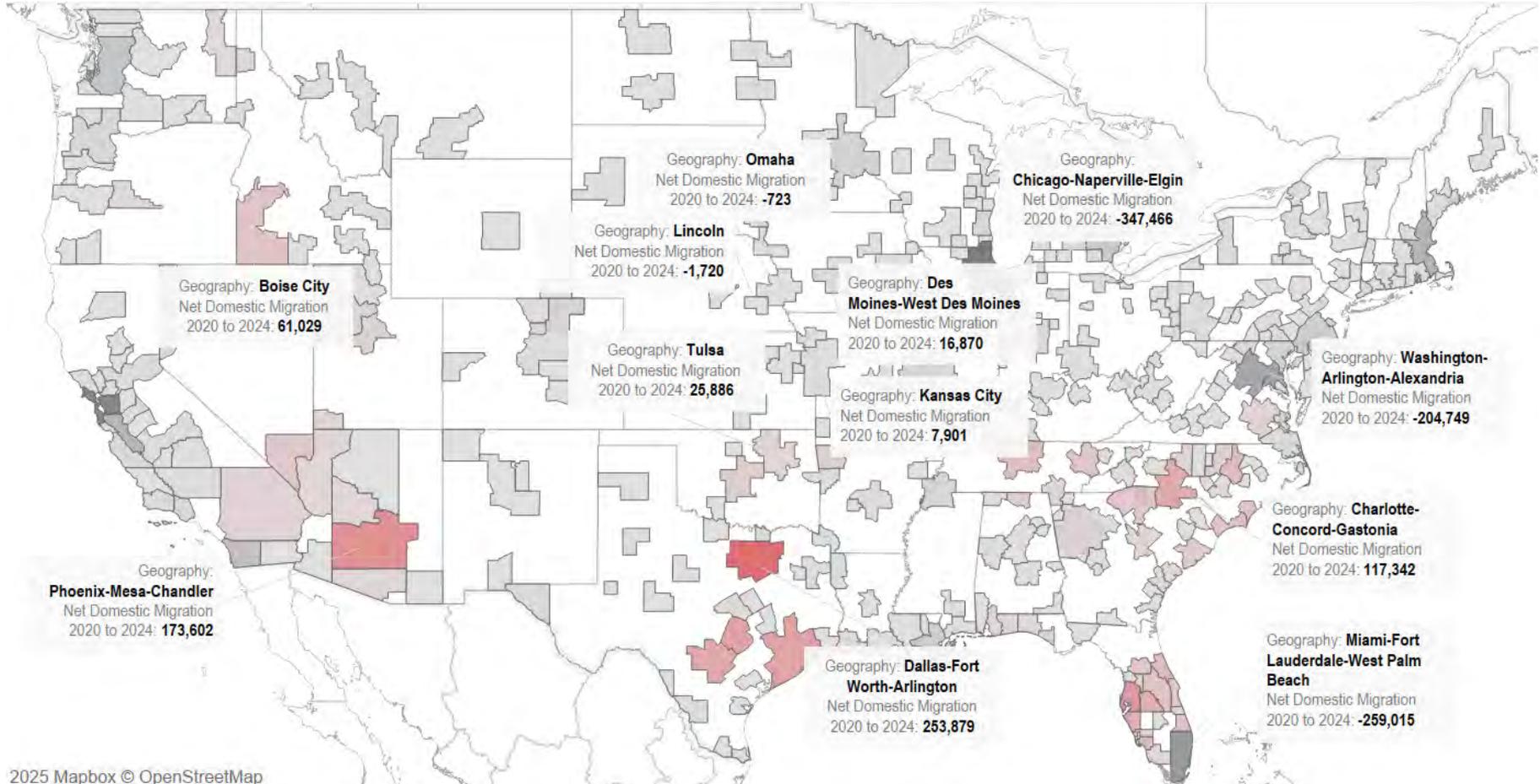
MSAs – both nationally and locally – have grown due to international migration

Net international migration, 2020 to 2024, by MSA. Regional and select MSAs labeled.



In contrast to the region and select population peers, Omaha and Lincoln MSAs experienced domestic out-migration

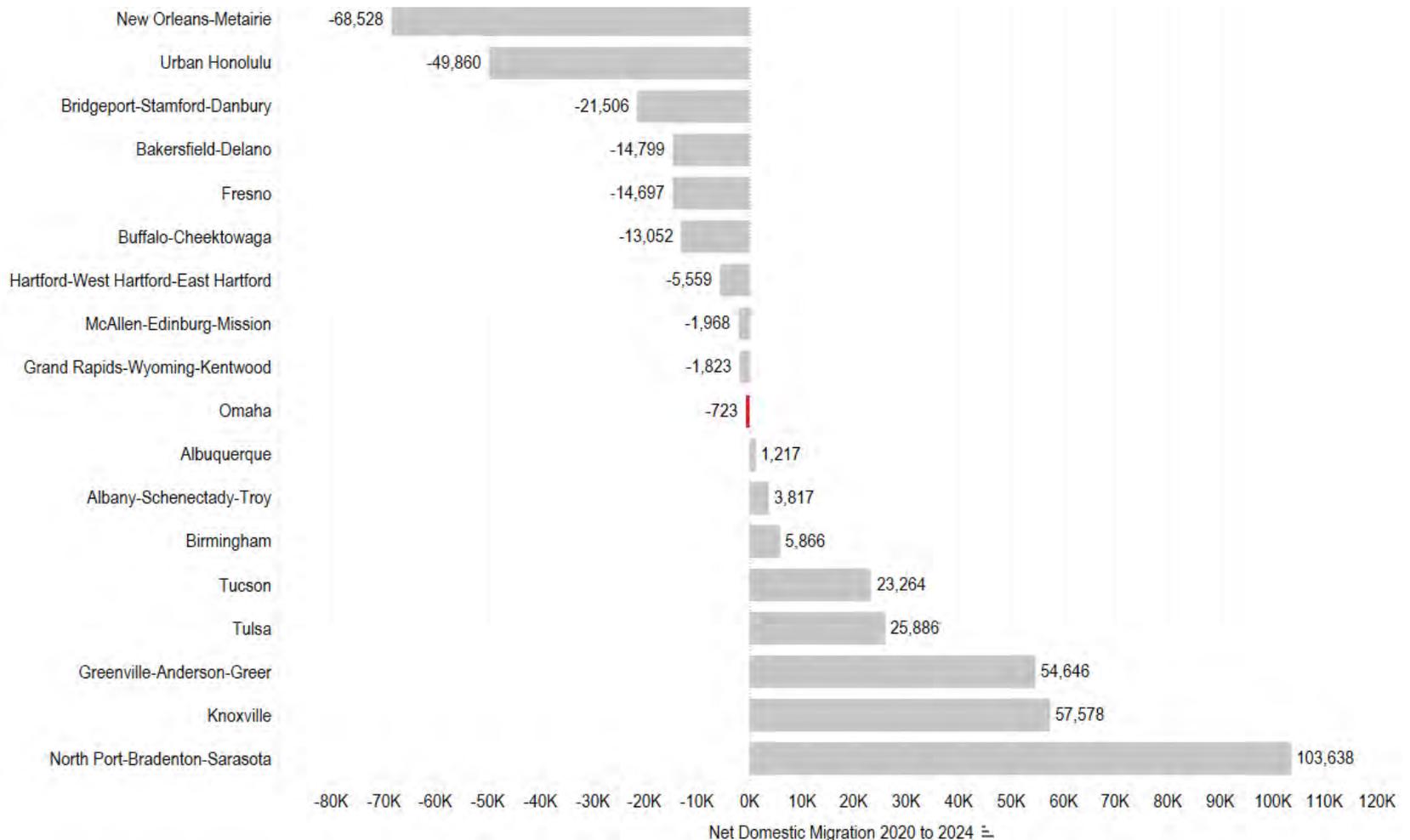
Net domestic migration 2020 to 2024 by MSA. Regional and select MSAs labeled.



2025 Mapbox © OpenStreetMap

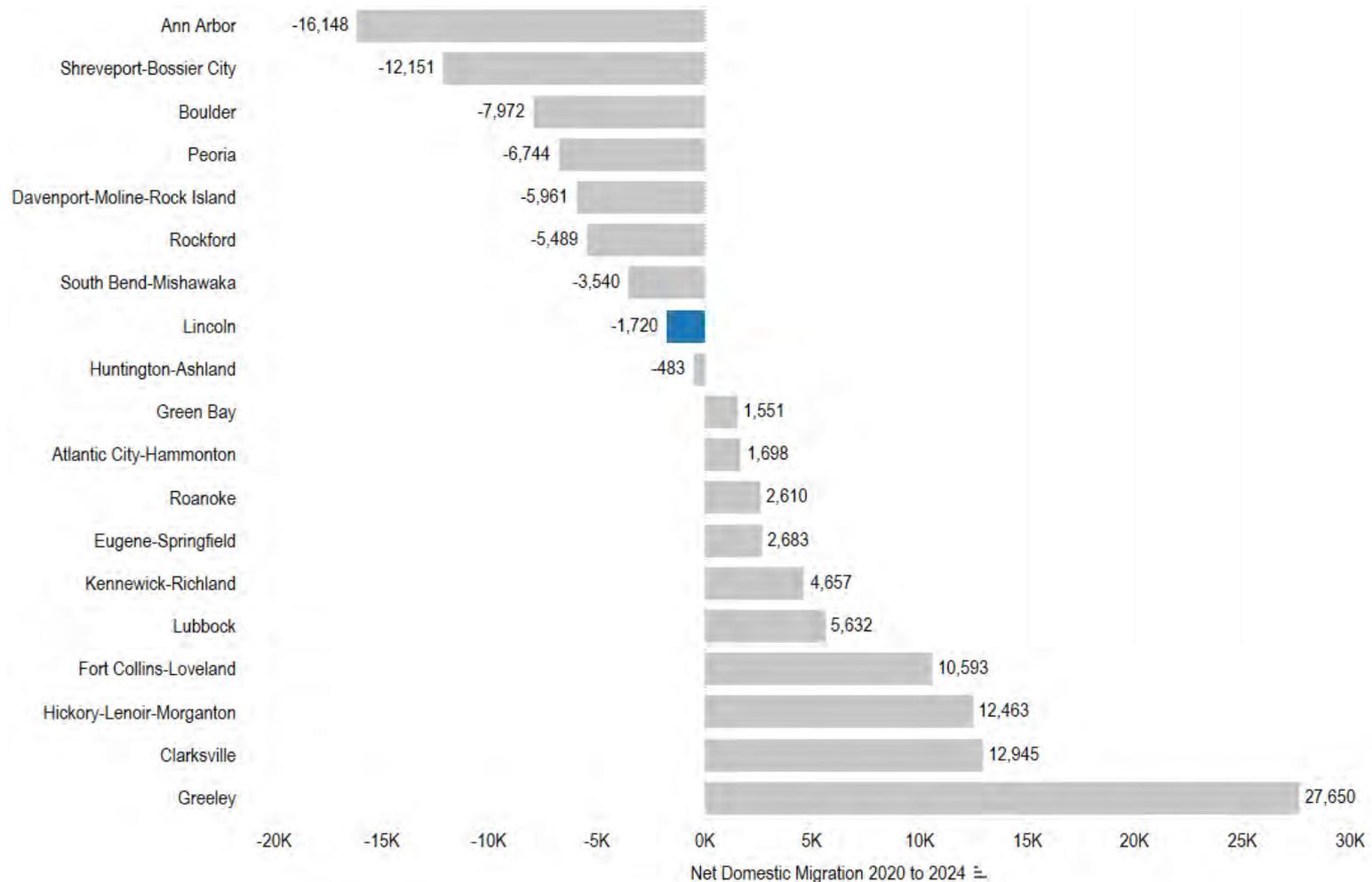
Peer MSAs that are gaining domestic migrants may offer insights Omaha can use to retain and attract population

Net domestic migration 2020 to 2024 by MSAs with similar populations



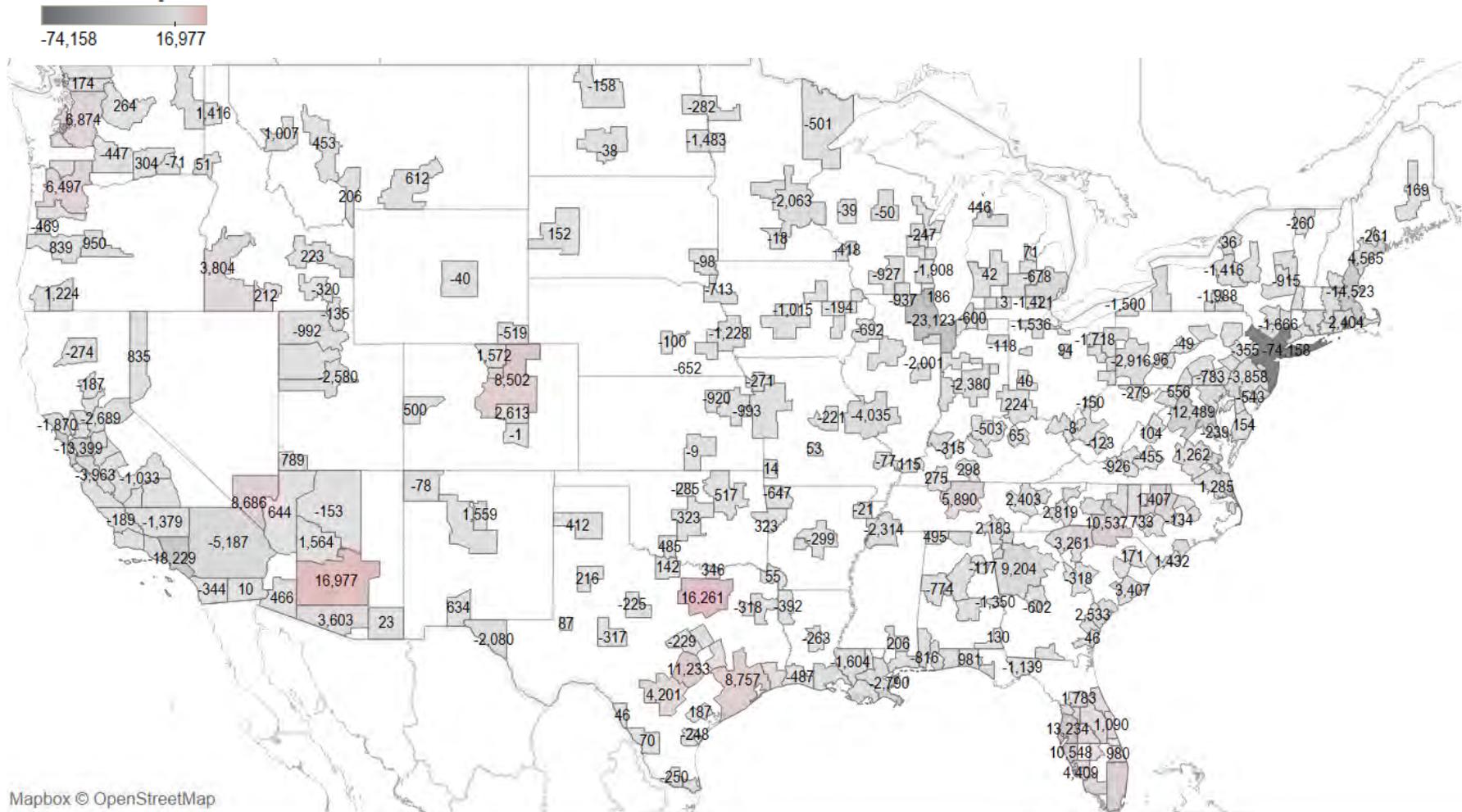
Peer MSAs that are gaining domestic migrants may offer insights Lincoln can use to retain and attract population

Net domestic migration 2020 to 2024 by MSAs with similar populations



Net domestic out-migration among those with bachelor's degree or more – brain drain – persists in the Omaha and Lincoln MSA

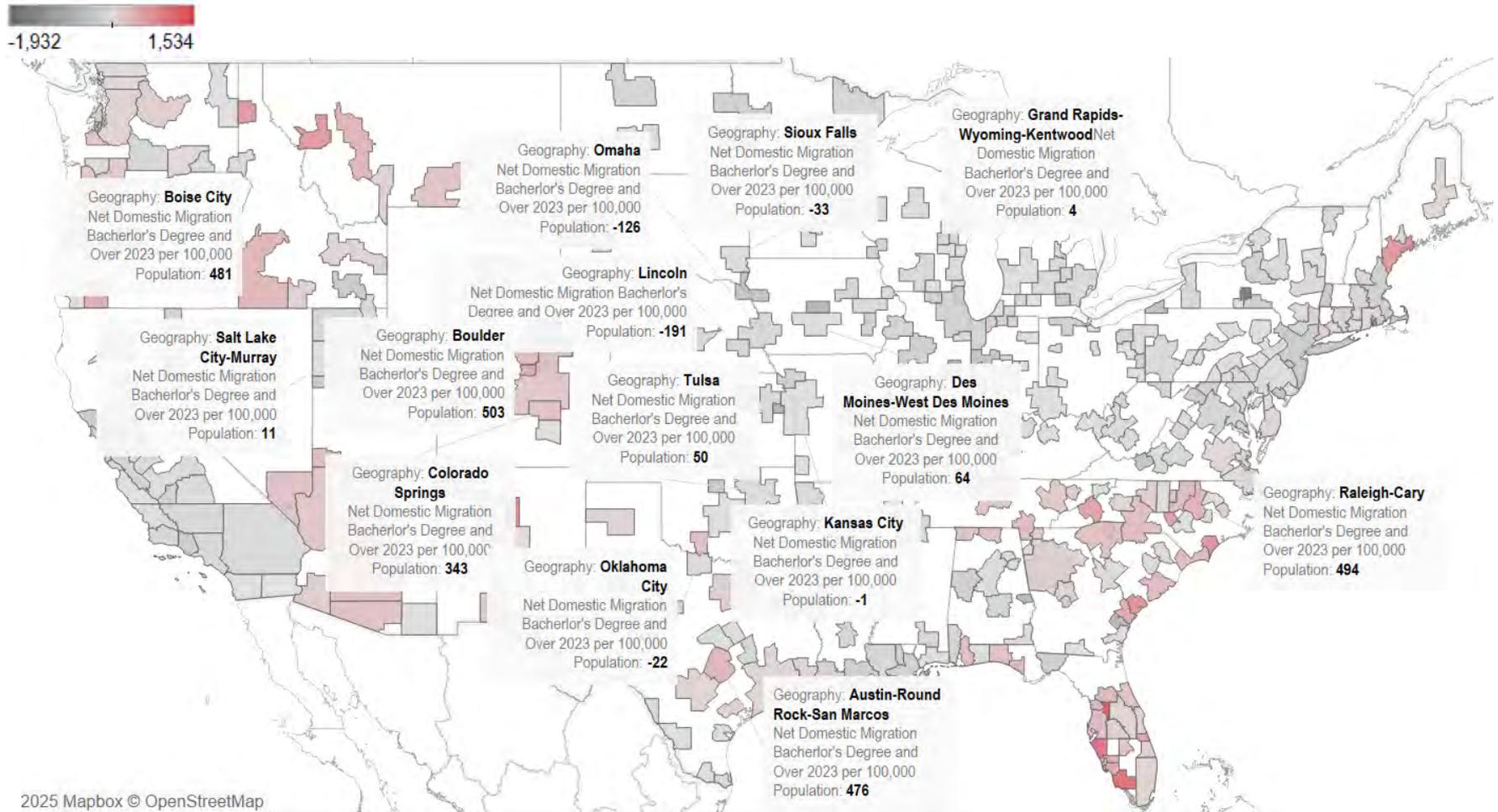
Net domestic migration among those with bachelor's degree or more 2022 to 2023 by MSA



Mapbox © OpenStreetMap

When standardized per 100,000 residents, Omaha and Lincoln fall behind peer MSAs

Net domestic migration among those with bachelor's degree or more, 2022 to 2023, per 100,000 of population by MSA. Regional and select MSAs labeled.



NEBRASKA'S EXIT SURVEY

2020



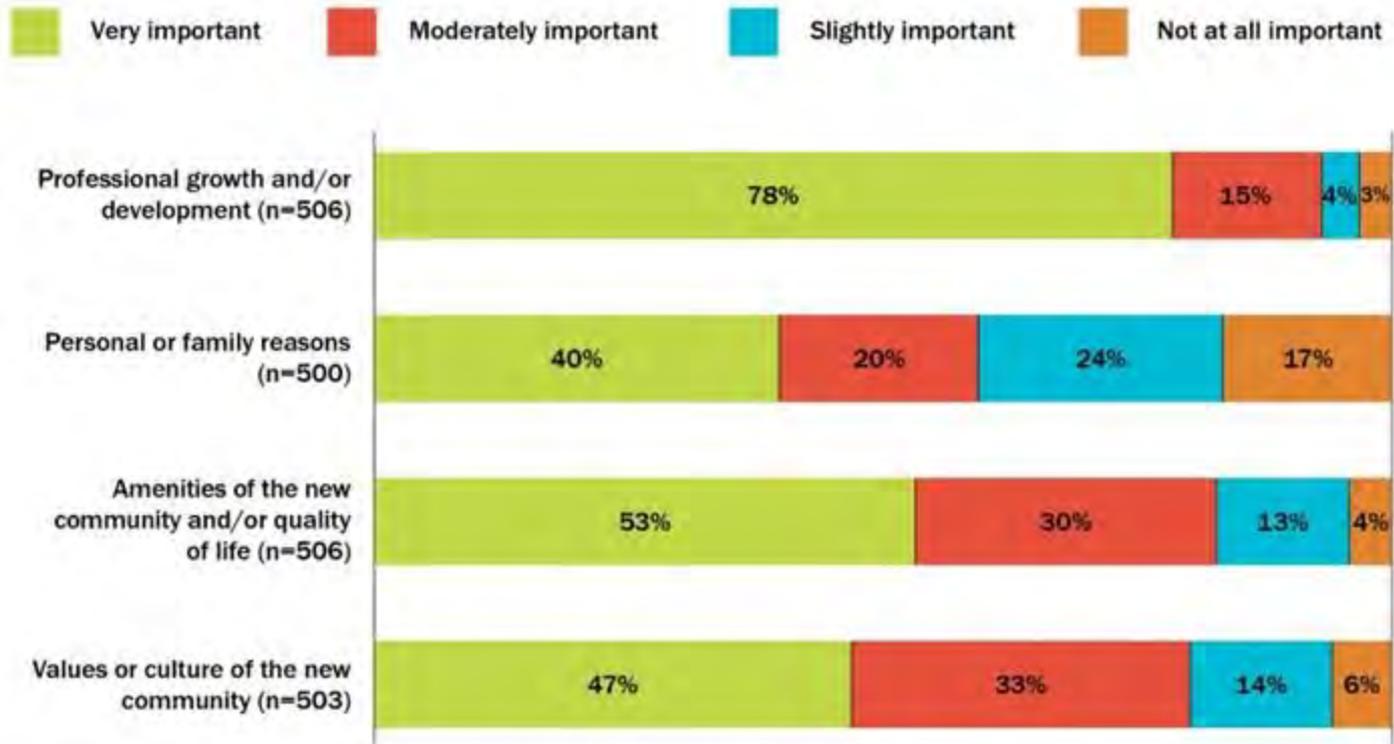
YOUNG PROFESSIONALS

A project from the Greater Omaha Chamber's
Young Professional Council and the Center for
Public Affairs Research at the University of
Nebraska at Omaha



RELOCATION

When deciding to relocate, how important were each of the following factors?



Source: UNO CPAR data and analysis collected at the request of the Greater Omaha Chamber Young Professionals Council in 2019



PROFESSIONAL

What aspect(s) of your professional life is/are better in the place you live now? *Select all that apply.*

	PERCENT YES	n
Job opportunities	61%	562
Pay	56%	562
Industry options	43%	562
Benefits	33%	562
Company culture	31%	562
Leadership in the company	27%	562
Training and development	25%	562
Educational opportunities	24%	562
Partner's professional opportunity	15%	562
Other	5%	562

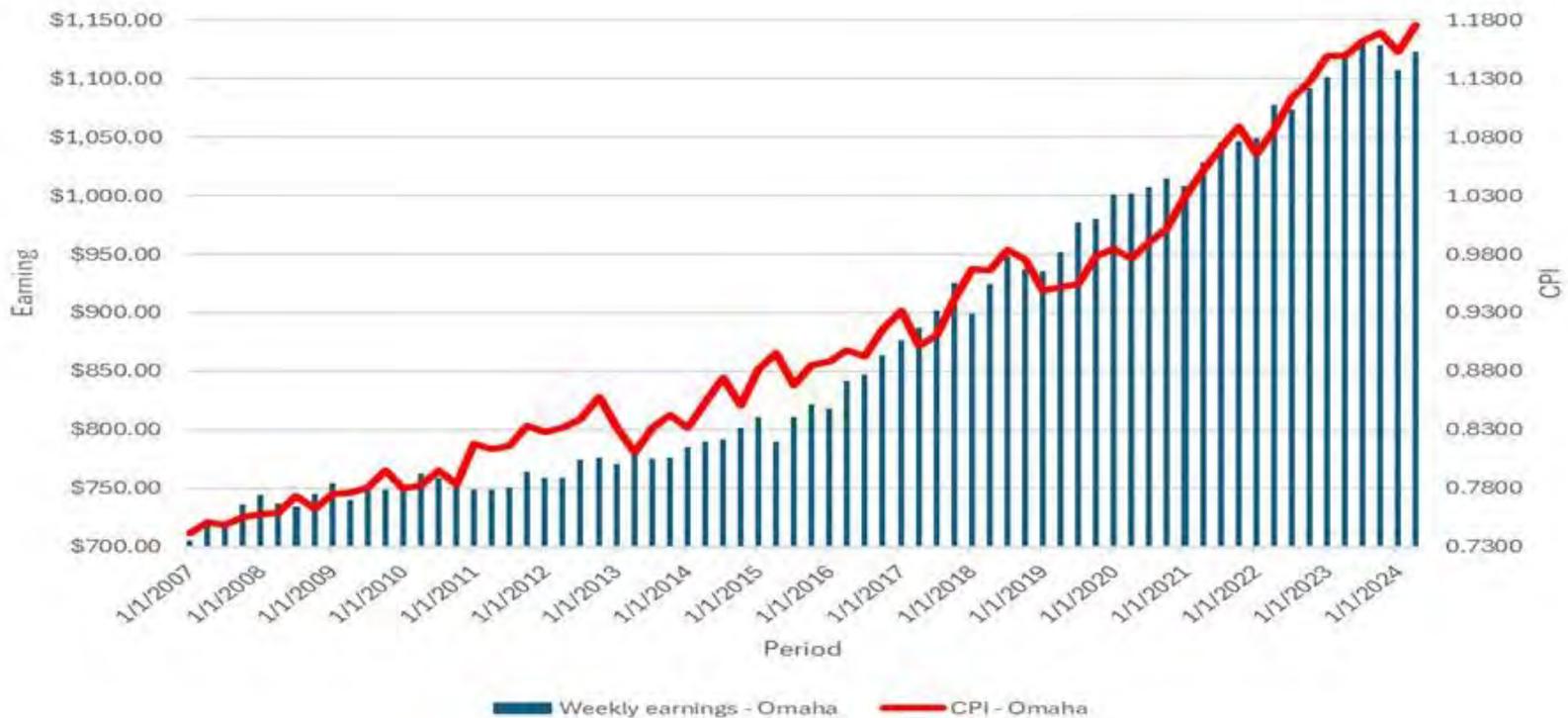
Other consisted of: more strategic management, advancement opportunities, advanced for executive women, work/life balance, culture of acceptance, meaningful work

73% of women
83% of men
 said that **professional reasons** were very important

Source: UNO CPAR data and analysis collected at the request of the Greater Omaha Chamber Young Professionals Council in 2019

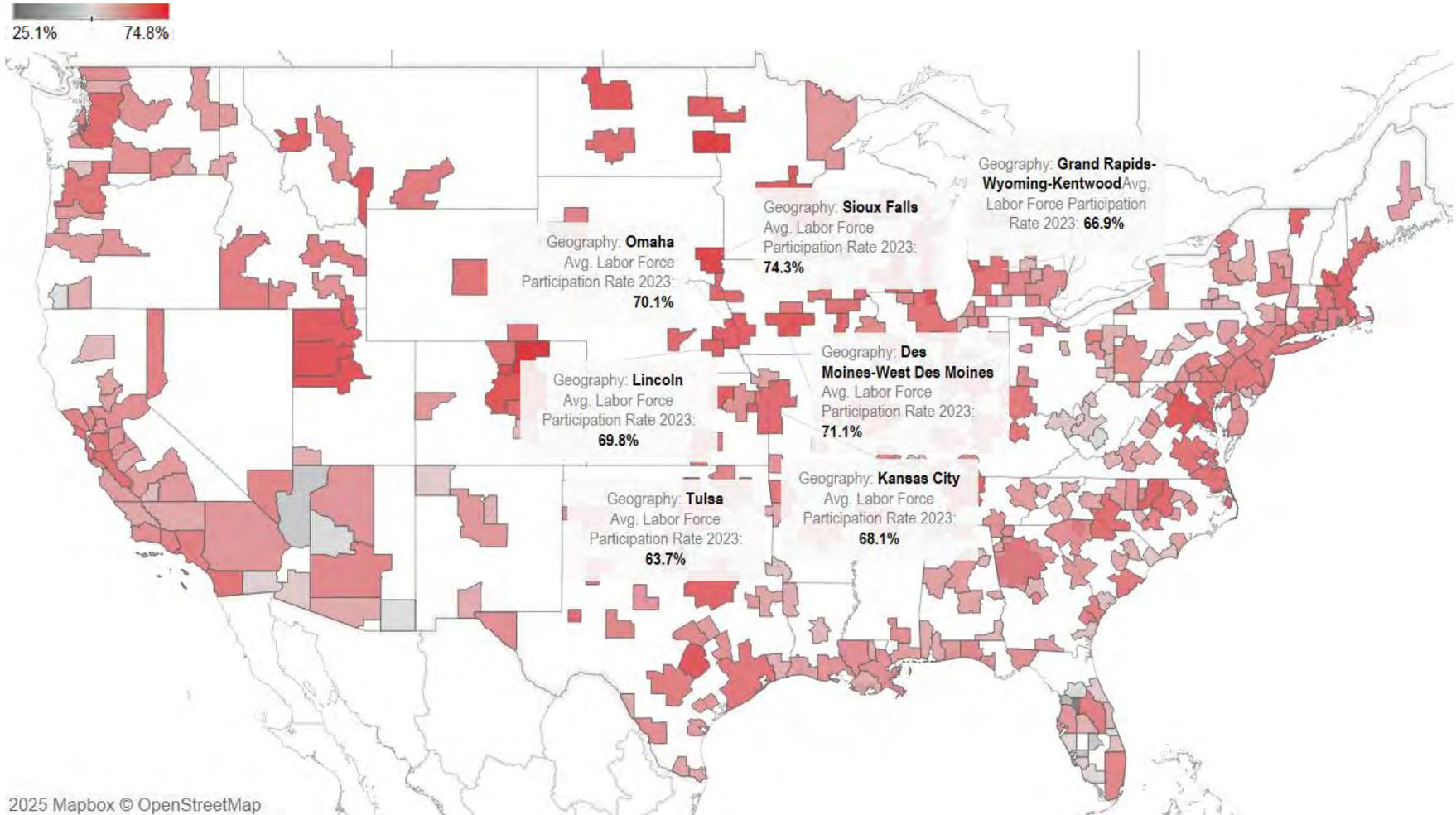
Omaha's weekly earnings have been growing, but lately losing some ground due to general inflation

Weekly earnings have increased 7.3% since the end of 2021 | Omaha inflation has increased 7.9% since the end of 2021



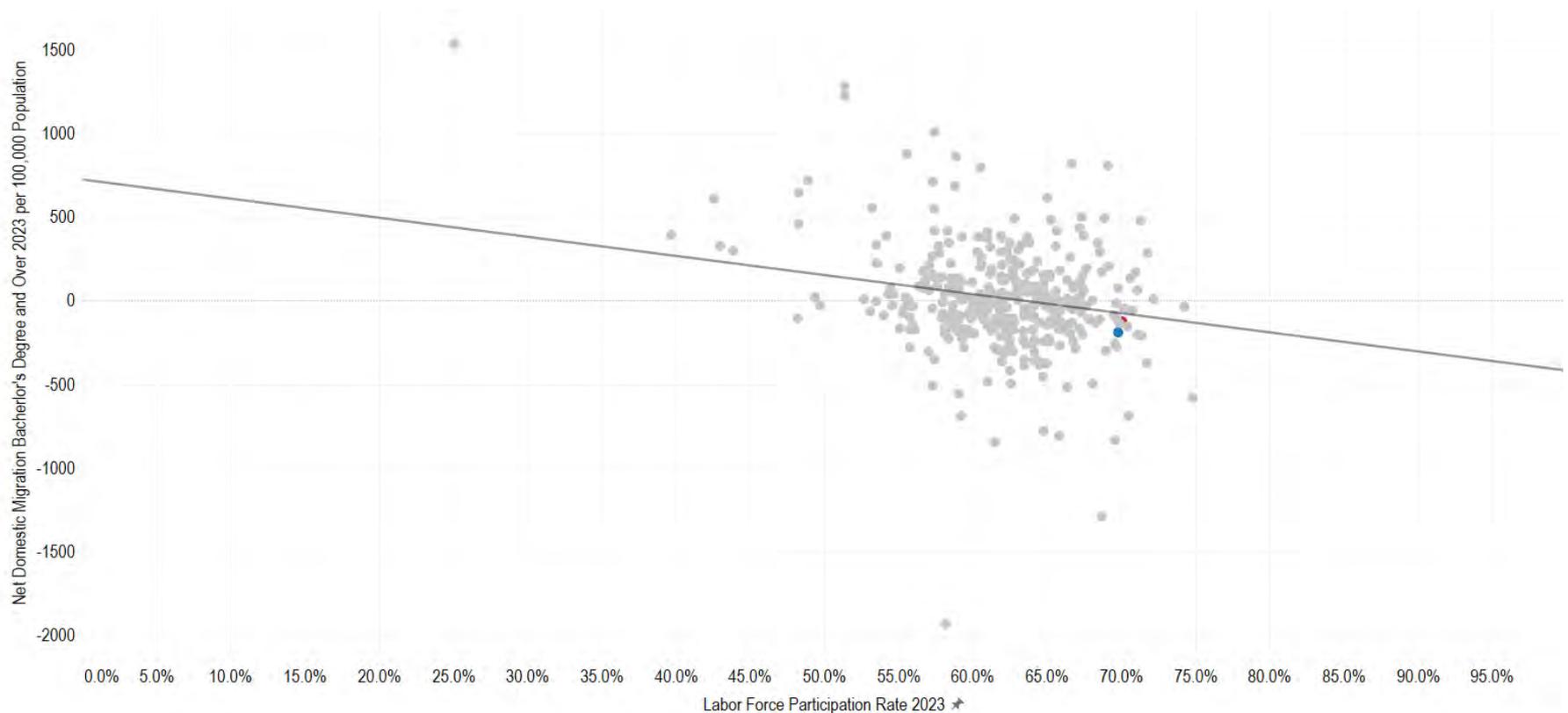
From Chris Decker, Ph.D. UNO Economics 2024 Data and Research Series for Community Impact

Across a range of positive “work” metrics, Nebraska and its largest MSAs top the charts but differences among MSAs are relatively small
Labor force participation rate 2023 by MSA. Regional and select MSAs labeled.



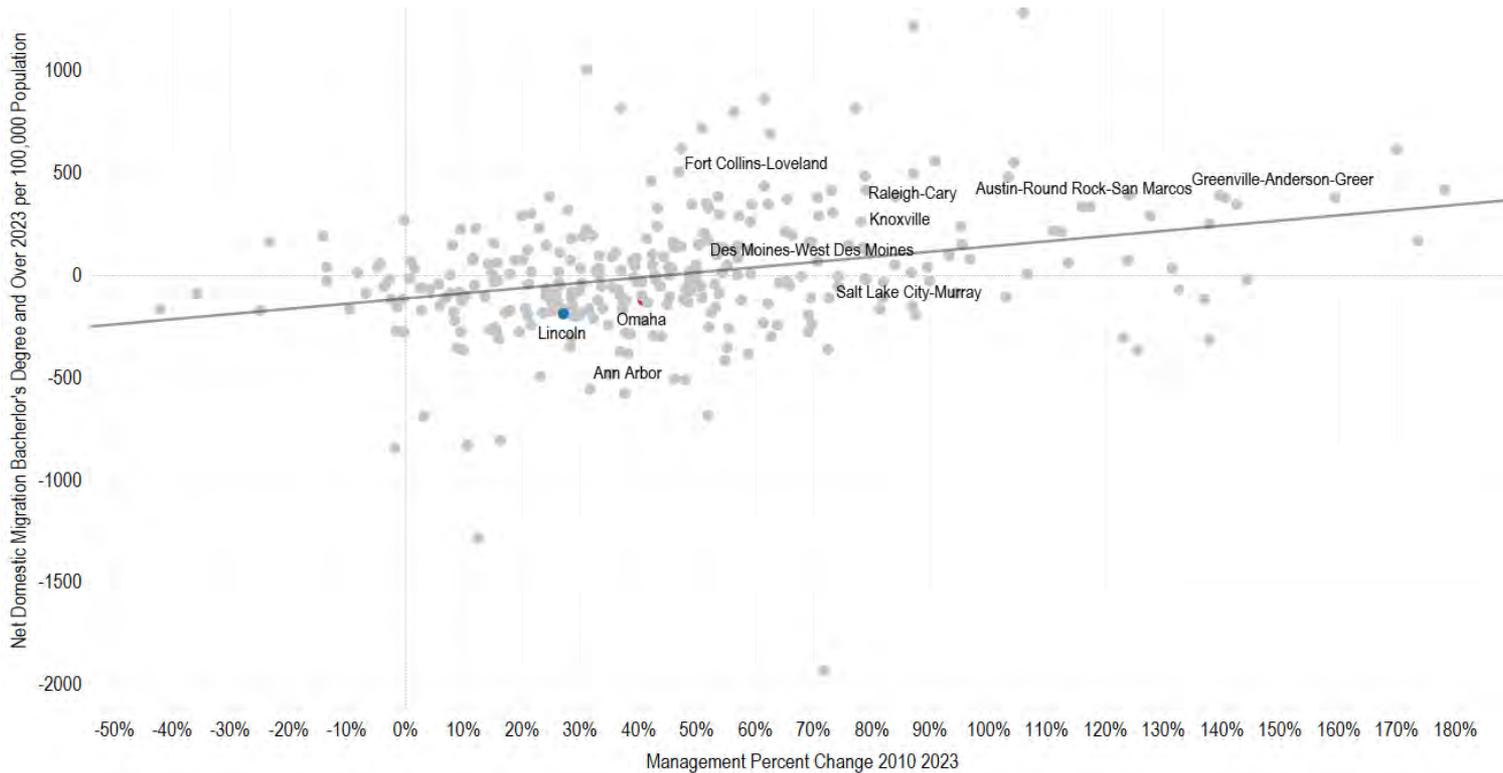
Access to “work” alone does not appear to drive brain gain (pictured) or net domestic in-migration

Comparison of labor force participation rate and net domestic migration for those with bachelor’s degree + *The relationship is negative and significant ($p < .0001$), indicating that MSAs with higher labor force participation may be more likely to experience brain drain.*



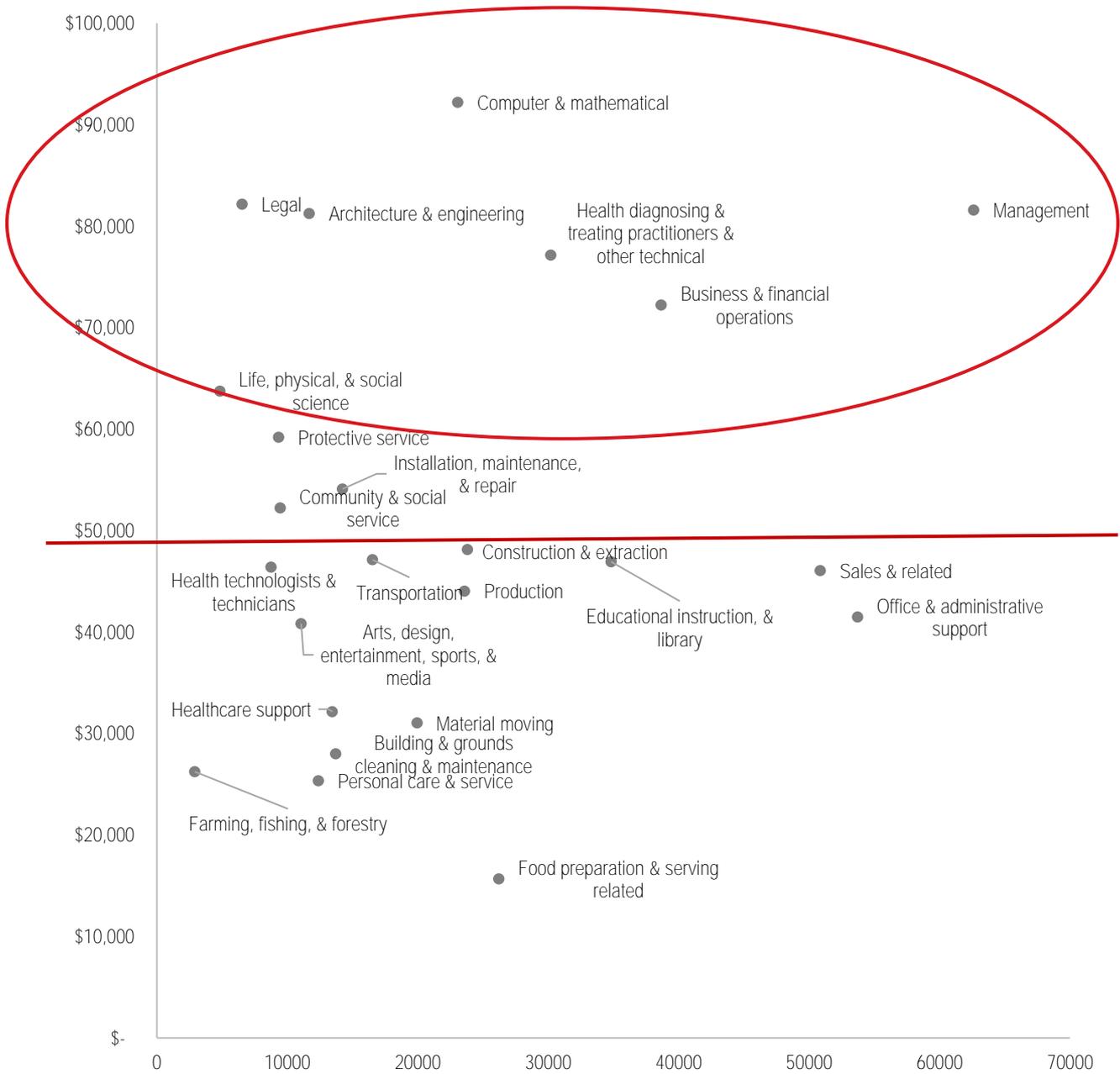
Growth in high-wage jobs is associated with positive net domestic in-migration and brain gain (pictured)

Comparison of percent change in management jobs (proxy for high wage jobs) and net domestic migration for those with bachelor's degree +. Relationship is positive and significant ($p < .0001$) indicating MSAs with growth in management may attract educated residents. Similar patterns hold for other high-wage occupations.



34% of the Omaha MSA works in a high wage occupation, while 49% have middle earnings jobs

Number employed and median earnings for occupations in the Omaha MSA. Total civilian workforce = 522,288



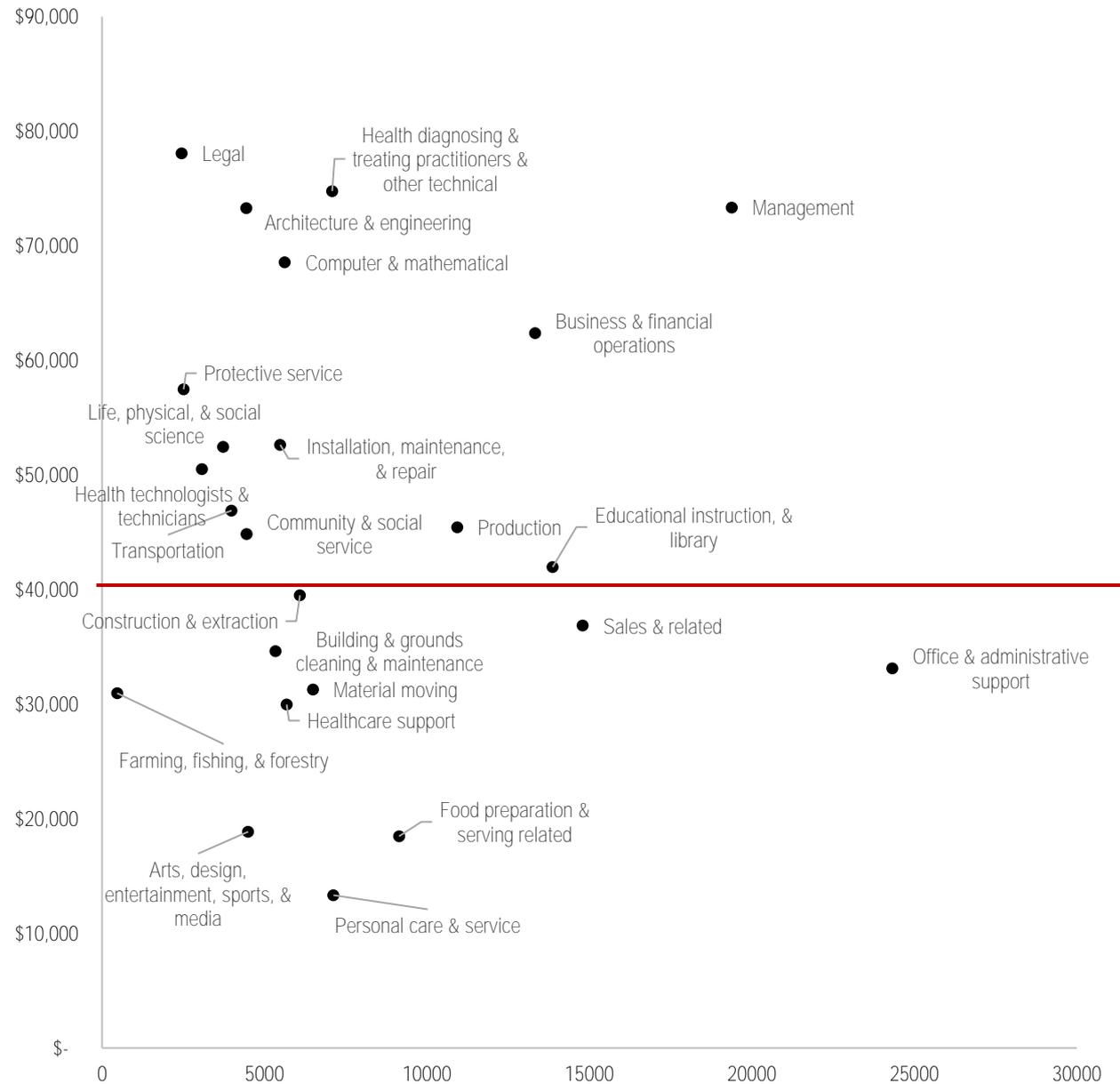
30.4% of the Lincoln MSA works in a high wage occupation

Number employed and median earnings for occupations in the Lincoln MSA.

The specific occupations considered high wage differ slightly from Omaha; however,

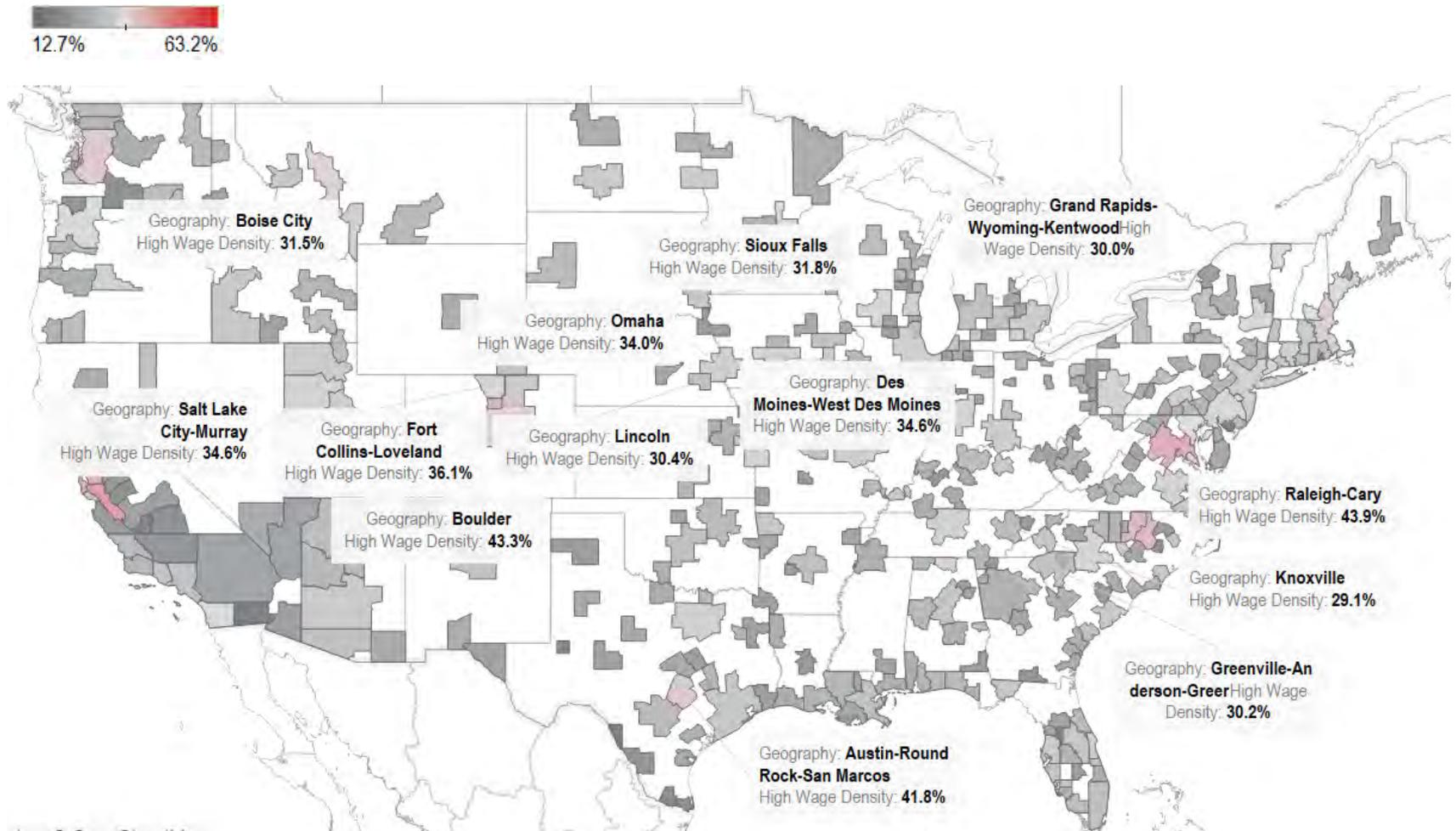
density was calculated using the same occupations.

Total civilian workforce = 184,299



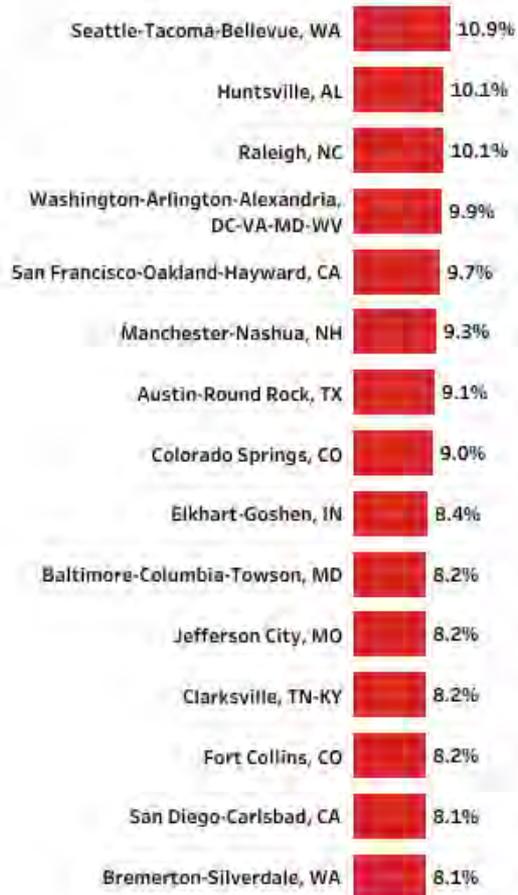
The share of the workforce in high wage occupations in Omaha and Lincoln MSAs are comparable

Percent in high wage occupations by MSA. See slide 32 in the circle for high wage occupations.

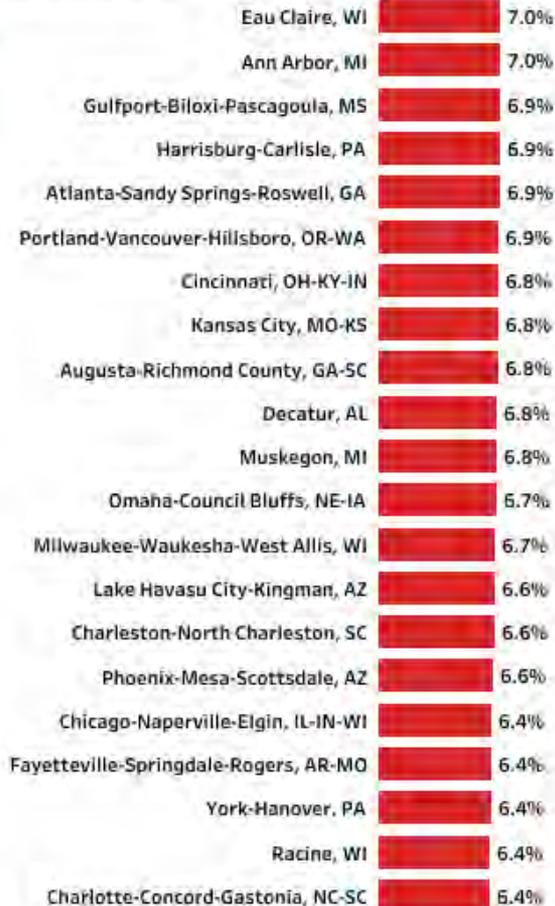


NEBRASKA TECH COLLABORATIVE DATA DASHBOARD

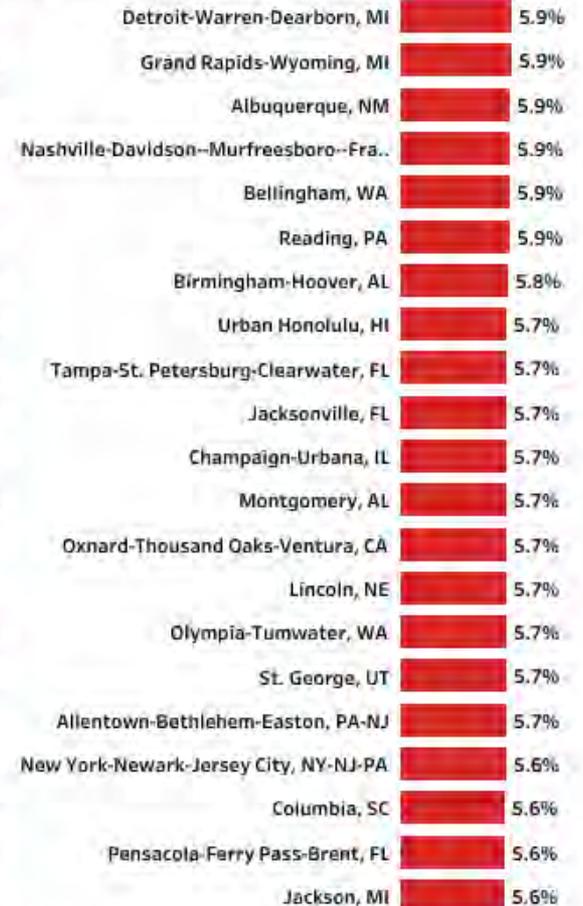
Top Metros for Percent of Workforce in Tech



Cluster of Metros Similar to Omaha-Council Bluffs for Percent of Workforce in Tech

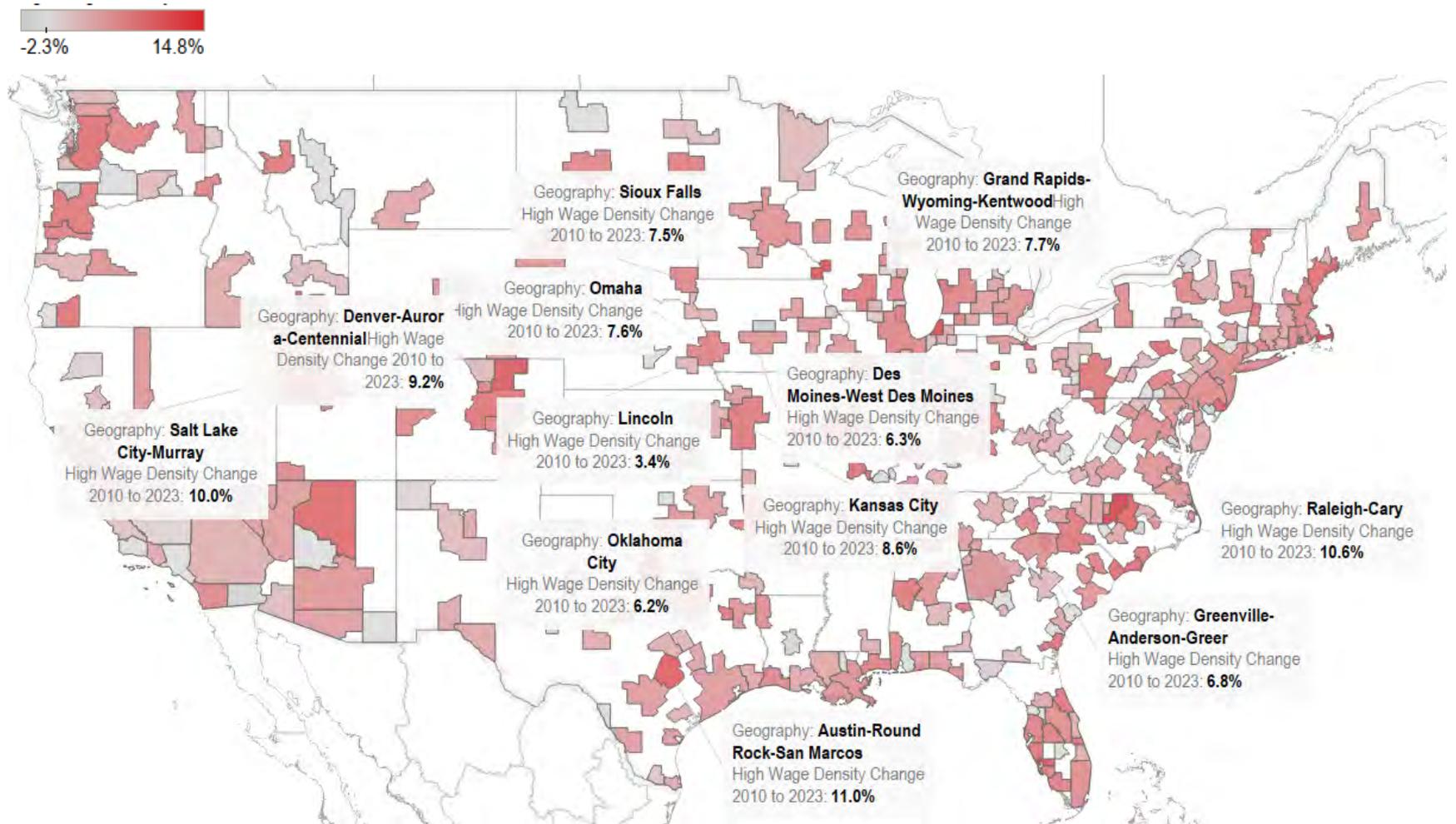


Cluster of Metros Similar to Lincoln for Percent of Workforce in Tech



High-wage job density is not enough – growth over time matters too

Percent change in the share of the workforce in high-wage occupations by MSA, 2010 to 2023



An increase in high-wage job density is strongly and positively correlated with net domestic in-migration – particularly among educated individuals – brain gain.

Moreover, growth in high-wage job density shows a stronger correlation than growth in median wages (not pictured), although both relationships are positive and statistically significant.

Job Opportunity > Pay^{*}

Note: This is not a comprehensive statistical analysis, but rather a triangulation of available data using simple relational tests. Still, the evidence supporting this point continues to grow.



	FAMILY		JOB		HOUSING		OTHER	
	2021	2022	2021	2022	2021	2022	2021	2022
Moved within county ≈ 88,000	21.8%	15.0%	4.5%	3.0%	70.6%	71.0%	3.1%	10.0%
Moved within state, different county ≈ 52,000	41.7%	39.0%	16.7%	30.0%	29.2%	19.0%	12.4%	12.0%
Moved between states ≈ 32,000	19.6%	18.0%	34.7%	12.0%	17.6%	34.0%	28.1%	36.0%

*See details on reasons in Reference

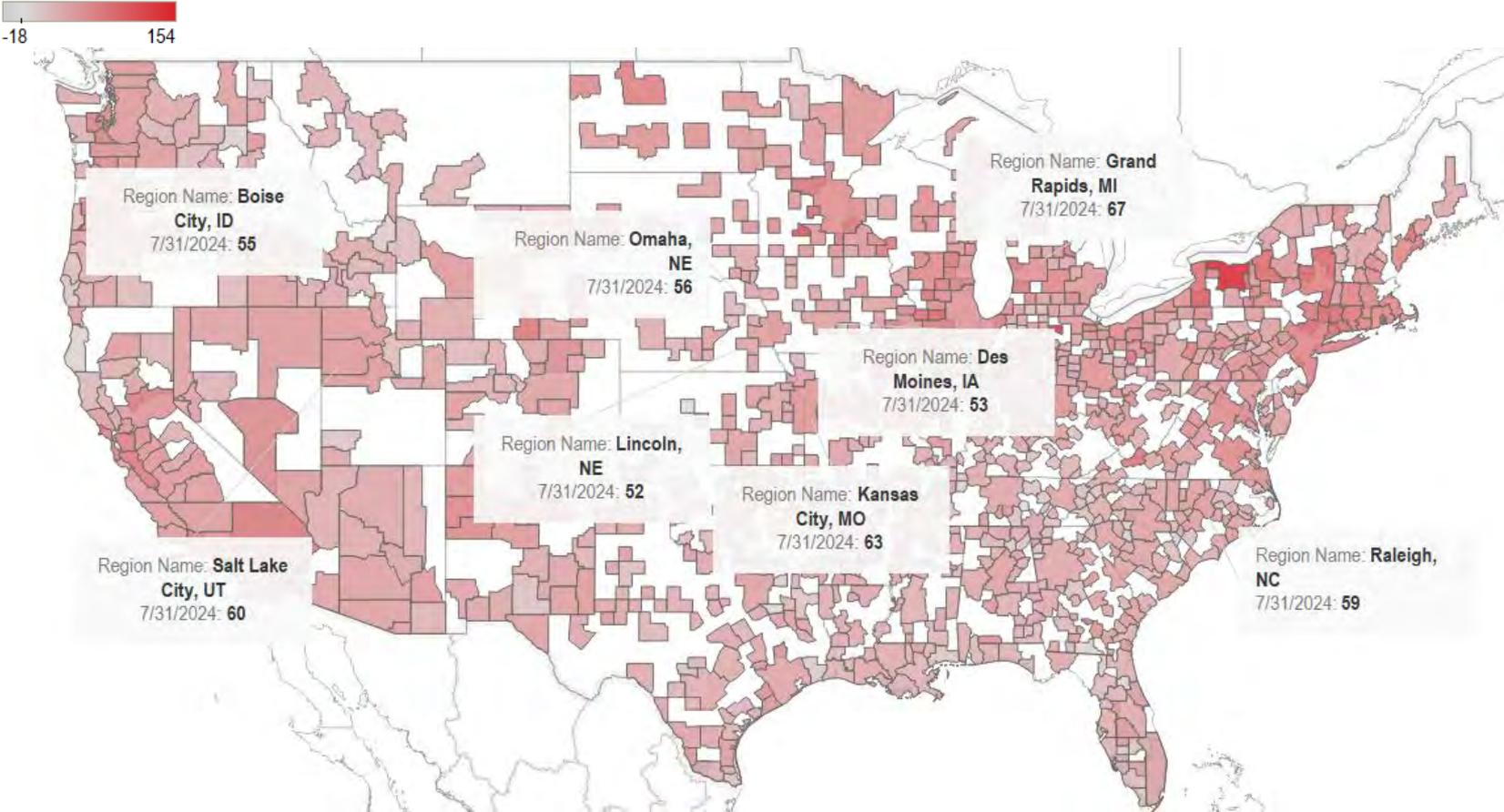
Source: Current Population Survey, Bureau of Labor Statistics and U.S. Census Bureau, 2021 and 2022

In 2023 job reasons were back on top among persons that moved from Nebraska

- 71.1% moved for new job or job transfer
- 40.1% wanted to own home, not rent
- 20.2% for cheaper housing
- Note, in 2022 housing concerns was led by “wanted new or better housing,” 0% in 2023

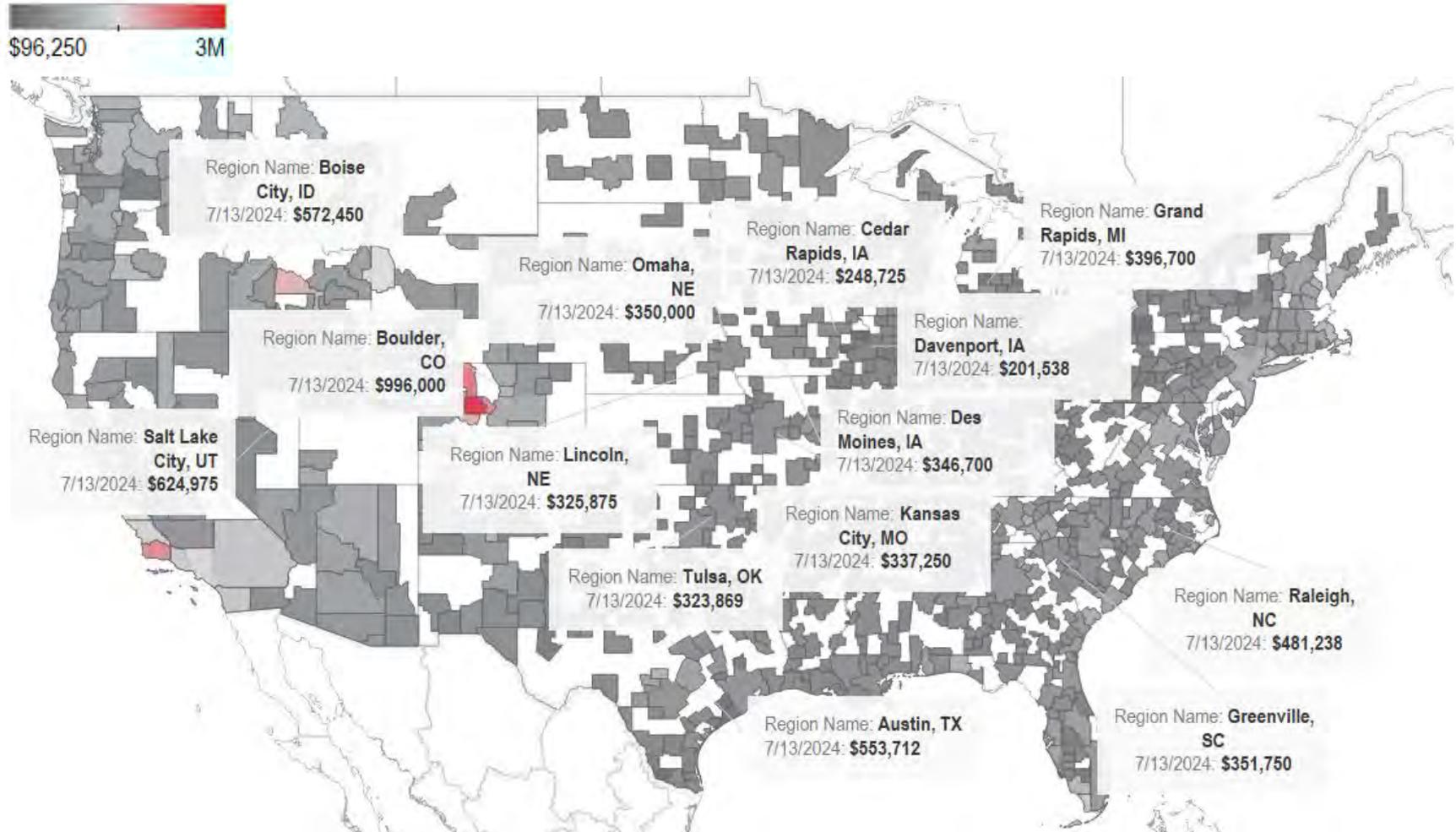
Housing market “heat” is elevated in the Omaha and Lincoln MSAs but it’s hot across the country

Zillow Housing Market Heat Index reflects the balance of for-sale supply to buyer demand. A higher value indicates high demand and low supply. Pictured is July 2024. The index spiked in 2020 and gradually declined but remains above pre-pandemic levels in our MSAs (not pictured).



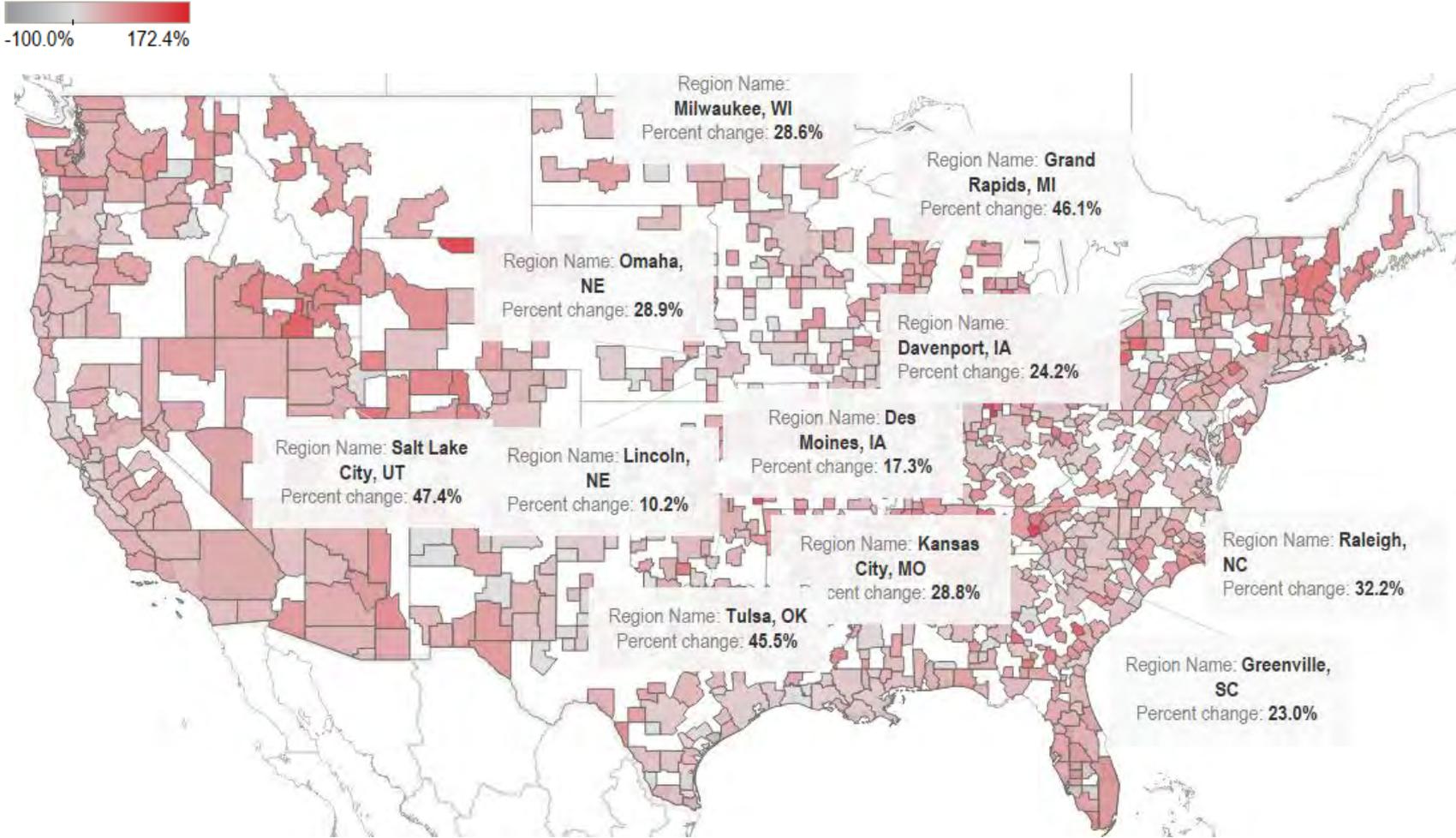
Given the strength of the national housing market, median prices are high across the country. However, Omaha and Lincoln median prices are above average for the region.

Zillow median list price July 2024



While Omaha prices are among the highest, the rate of growth in sales prices from July 2018 to July 2024 has kept pace with many more expensive markets

Zillow median list price change July 2018 to July 2024





UNIVERSITY OF NEBRASKA AT OMAHA

CENTER FOR PUBLIC AFFAIRS RESEARCH

Data and Research Series for Community Impact

QUESTIONS & ANSWERS



This will be the overarching question we will answer in the panels:

How are we using data to support and sustain long-term population growth and vitality in our metros?

Scan the QR code to let us know how you use data in your work.



Hopefully you have an answer at the beginning of the day and maybe a new answer at the end of the day!

Scan the QR code to see the answers.



<https://unomaha.pdx1.qualtrics.com/reports/RC/public/dW5vbWFoYS02ODAxMzFjNjVhNjFINTAwMDhhYmQyODUtVVJfYnZsMERBc25Sc0xUbGZE>