



UNIVERSITY OF NEBRASKA AT OMAHA

CENTER FOR PUBLIC AFFAIRS RESEARCH

Data and Research Series for Community Impact

PART TWO

SEPTEMBER 23, 2025





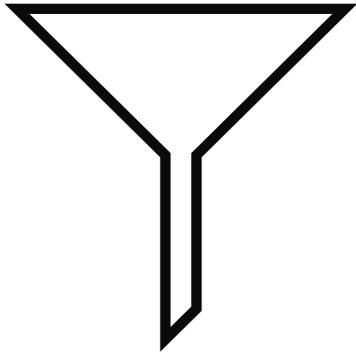
**From Data to
Direction:
*Nebraska in a
National Context***

Josie Gatti Schafer, Ph.D.

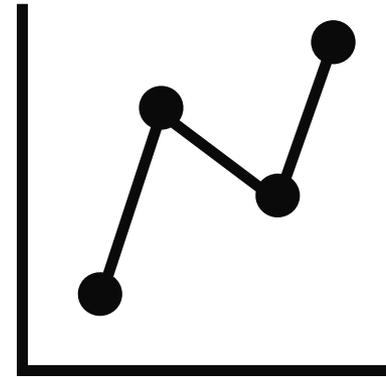
Director

Center for Public Affairs Research, University of Nebraska at Omaha

Indicators vs. Trends



Indicators are single data points. They provide a valuable filter to grasp concepts or view larger data, but they can be unhelpful or even misleading.



Trends contextualize indicators. They smooth out noise, reveal underlying patterns, and provide the context needed to interpret indicators.

American Community Survey

The image shows the cover of the American Community Survey questionnaire booklet. At the top left is the U.S. Census Bureau logo. The title "The American Community Survey" is prominently displayed. A green box contains the text: "This booklet shows the content of the American Community Survey questionnaire." Below this, a "Start Here" section provides instructions on how to respond, either online at <https://respond.census.gov/acs> or by mail. It includes a form for entering the respondent's name (Last Name, First Name, MI) and address (Area Code, Number). A section titled "Your response is required by law" explains the survey's purpose and legal requirements. A "Text Telephone (TTY)" number is also provided.

- 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
 - Social
 - Housing – focus in this presentation

How to Access

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

2024 Data Release Schedule

Updated April 2, 2025



Planned Release	Data Products ¹	Lowest Level Geography ²														
	September 11, 2025	1-Year Data Release: ³ <ul style="list-style-type: none"> Comparison Profiles Data Profiles Detailed Tables Geographic Comparison Tables Ranking Tables Selected Population Profiles Subject Tables Summary File 	Places, County Subdivisions (where available) ⁴ Geographies of 65,000+ population													
October 16, 2025	1-Year Public Use Microdata Sample (PUMS) Files	Public Use Microdata Area (PUMA)														
	1-Year Supplemental Estimates Release: <ul style="list-style-type: none"> Supplemental Estimates 	Places, County Subdivisions (where available) Geographies of 20,000+ population														
December 11, 2025	5-Year Data Release: ³ <ul style="list-style-type: none"> Comparison Profiles Data Profiles Detailed Tables Narrative Profiles Subject Tables Summary File 	<table border="1"> <thead> <tr> <th>Data Product</th> <th>Lowest Level of Geography</th> </tr> </thead> <tbody> <tr> <td>Data Profiles</td> <td>Census Tracts</td> </tr> <tr> <td>Detailed Tables</td> <td>Block Groups</td> </tr> <tr> <td>Summary File</td> <td>Block Groups</td> </tr> <tr> <td>Comparison Profiles</td> <td>Places/County Subdivisions</td> </tr> <tr> <td>Subject Tables</td> <td>Census Tracts</td> </tr> <tr> <td>Narrative Profiles</td> <td>Census Tracts</td> </tr> </tbody> </table>	Data Product	Lowest Level of Geography	Data Profiles	Census Tracts	Detailed Tables	Block Groups	Summary File	Block Groups	Comparison Profiles	Places/County Subdivisions	Subject Tables	Census Tracts	Narrative Profiles	Census Tracts
Data Product	Lowest Level of Geography															
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Summary File	Block Groups															
Comparison Profiles	Places/County Subdivisions															
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Narrative Profiles	Census Tracts															

Related Information

[2024 Data Release New and Notable](#)

[American Community Survey Data](#)

[Which Data Table or Tool Should I Use?](#)

DP04 | Selected Housing Characteristics

American Community Survey | 2024: ACS 1-Year Estimates Data Profiles

Notes **Geos** Topics Codes Dataset Year Columns Transpose Margin of Error

Missing data for your geographies? Try switching to ACS 5-year estimates instead. [Learn More.](#)

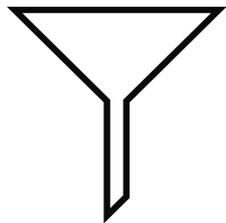
Nebraska

Label	Estimate	Margin of Error	Percent	Percent Margin of Error
▼ HOUSING OCCUPANCY				
▼ Total housing units	880,521	±737	880,521	(X)
Occupied housing units	824,012	±4,590	93.6%	±0.5
Vacant housing units	56,509	±4,775	6.4%	±0.5
Homeowner vacancy rate	0.6	±0.2	(X)	(X)
Rental vacancy rate	3.7	±0.8	(X)	(X)
▼ UNITS IN STRUCTURE				
▼ Total housing units	880,521	±737	880,521	(X)
1-unit, detached	627,861	±6,268	71.3%	±0.7
1-unit, attached	35,439	±2,779	4.0%	±0.3
2 units	14,713	±2,496	1.7%	±0.3
3 or 4 units	22,167	±2,802	2.5%	±0.3
5 to 9 units	33,431	±3,349	3.8%	±0.4
10 to 19 units	42,143	±3,543	4.8%	±0.4

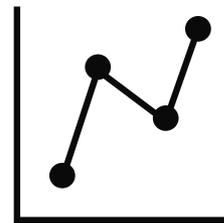
Comparison Profiles

The screenshot shows the U.S. Census Bureau's data tool interface. The search bar contains 'cp'. The 'Tables' tab is selected. The table is titled 'CP04 | Comparative Housing Characteristics' and is for 'Nebraska'. The table shows the median value of owner-occupied housing units in Nebraska for 2024, 2023, and 2021, along with statistical significance markers.

Label	2024 Estimate	2023 Estimate	2024 - 2023 Statistical S...	2022 Estimate	2024 - 2022 Statistical S...	2021 Estima...	2024 - 2021 Statistical S...
VALUE							
Owner-occupied units	549,417	539,532	*	529,723	*	532,582	*
Median (dollars)	263,100	252,400	*	249,100	*	237,400	*



Indicator – median value of owner-occupied housing units in Nebraska in 2024 = **\$263,100**

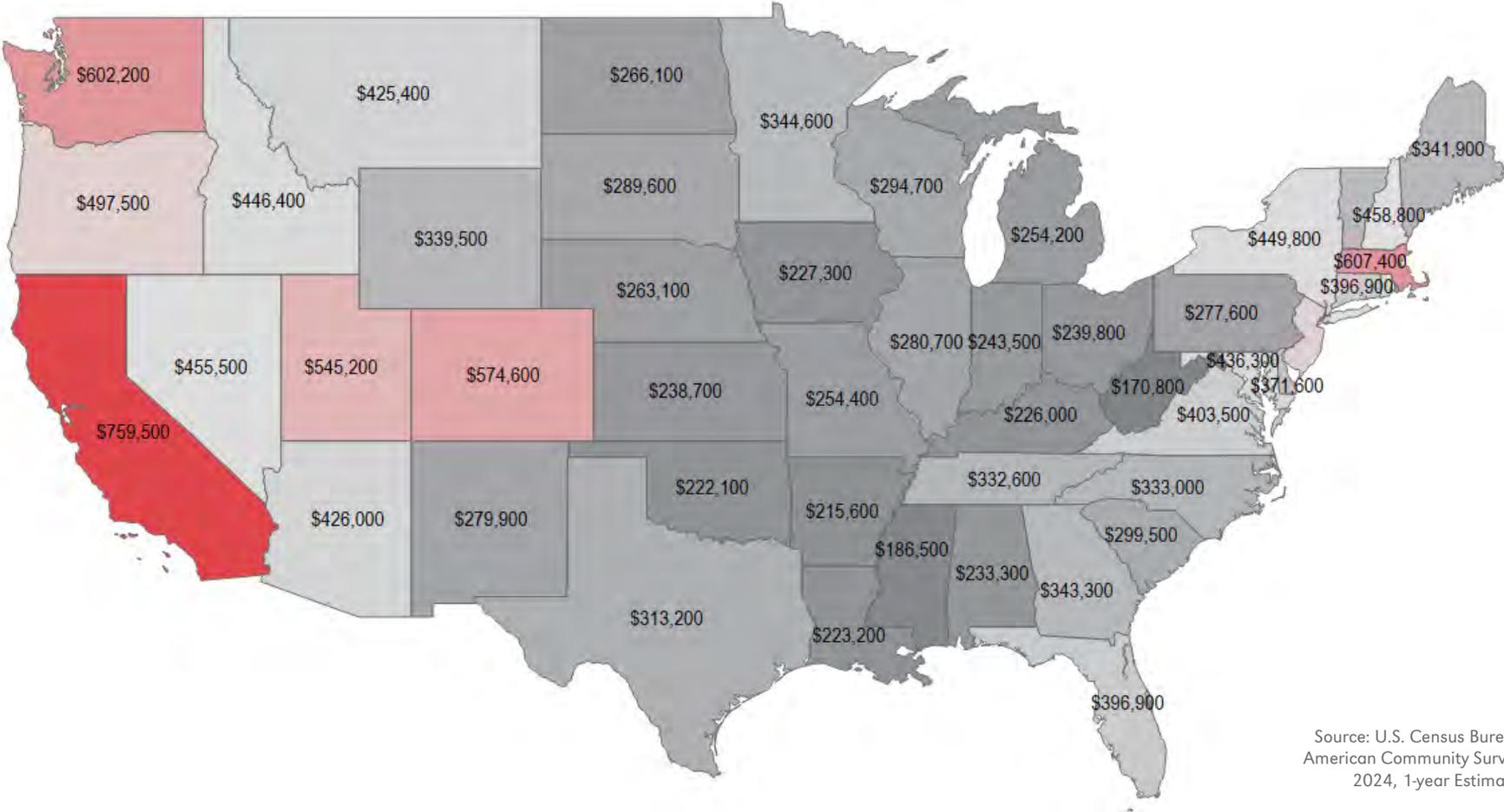


Trend – the increase in the median value of owner-occupied housing units 2023 to 2024 is statistically significant

Source: U.S. Census Bureau, American Community Survey, 2024, 1-year Estimates

Nebraska's median home value for owner-occupied units is *comparatively* average in the region and country

Median value of owner-occupied housing units 2024

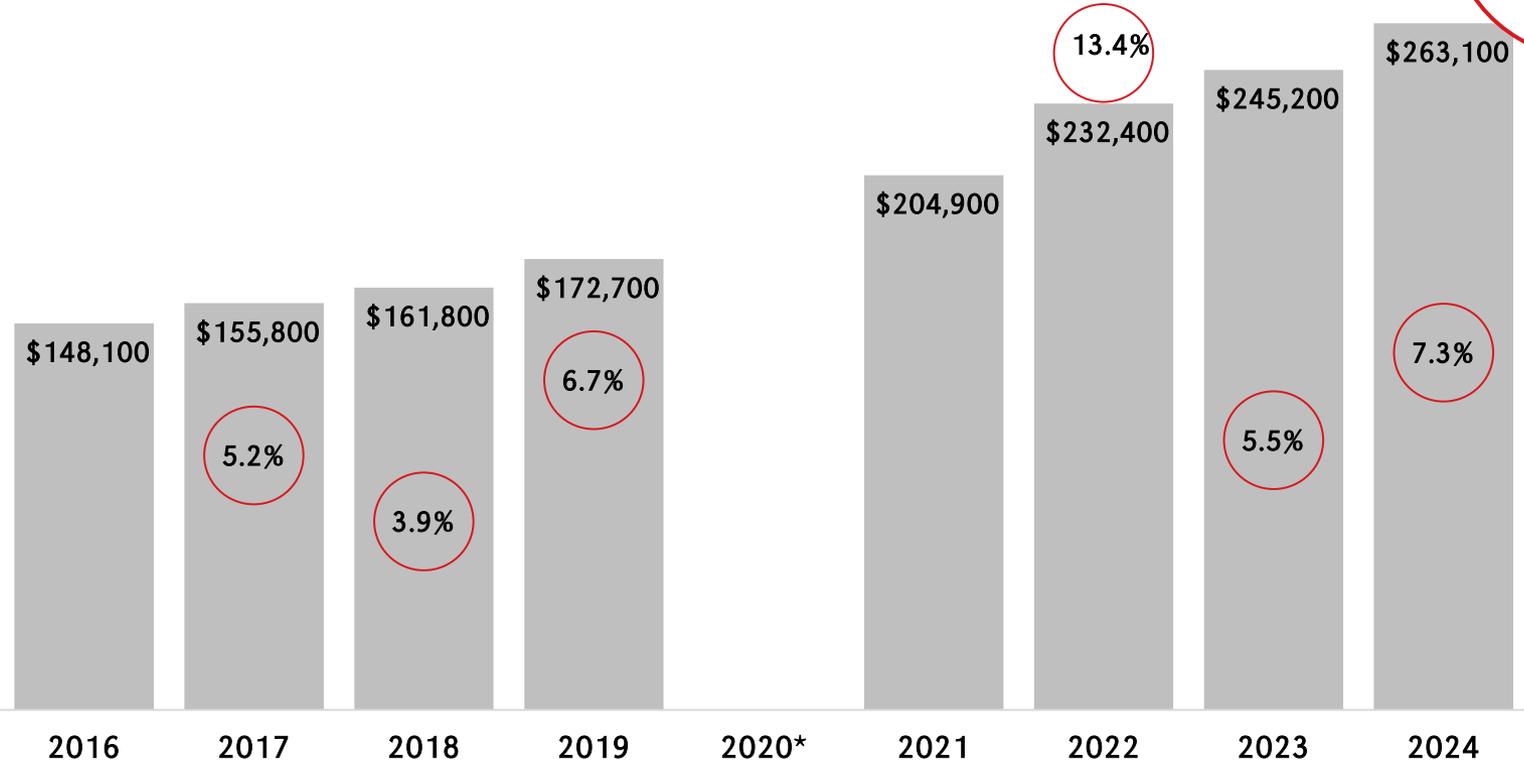


Source: U.S. Census Bureau, American Community Survey, 2024, 1-year Estimates

The *trend* in median value of owner-occupied housing units is up, rising 78% since 2016

Median value of owner-occupied housing units for Nebraska, 2016 to 2024 and the annual percent change

■ Median Value Owner Occupied ○ Annual Percent Change

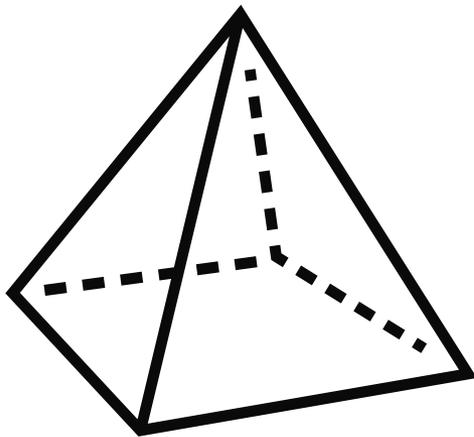


2016 to 2024
Percent Change
78%

*In 2020 American Community Survey reported only 5-year estimates and are not comparable to 1-year estimates

Source: U.S. Census Bureau, American Community Survey, 2016 to 2024, 1-year Estimates

Triangulation

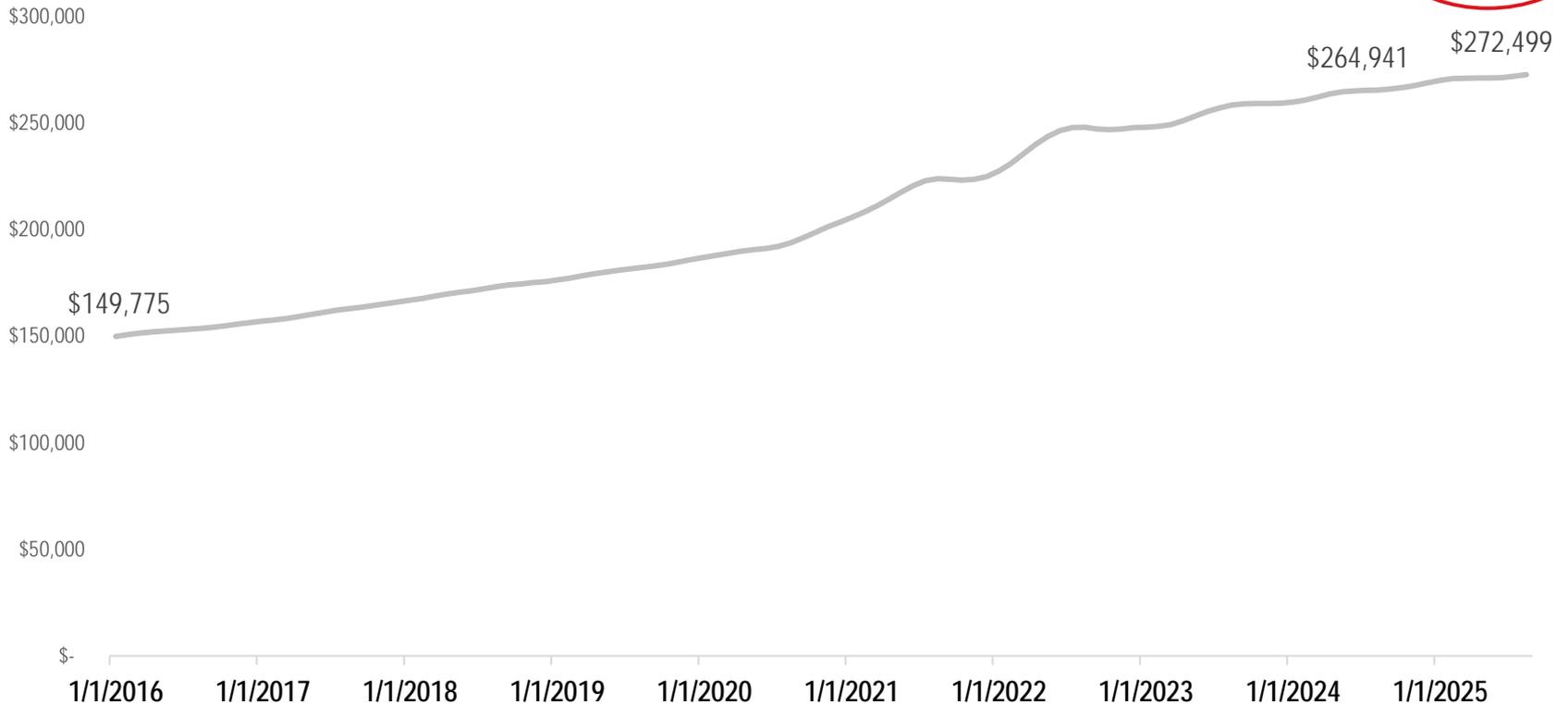


The practice of using multiple indicators, data sources, or perspectives together to interpret trends more accurately. While a single indicator offers a snapshot and trends show direction over time, triangulation strengthens confidence in findings by comparing across measures, reducing the risk of relying on any one imperfect data point.

The *trend* in home values is confirmed by Zillow monthly data, reporting an 82% increase in home values

Zillow Home Value Index for all homes in Nebraska monthly, 2016 to 2024 and the percent change

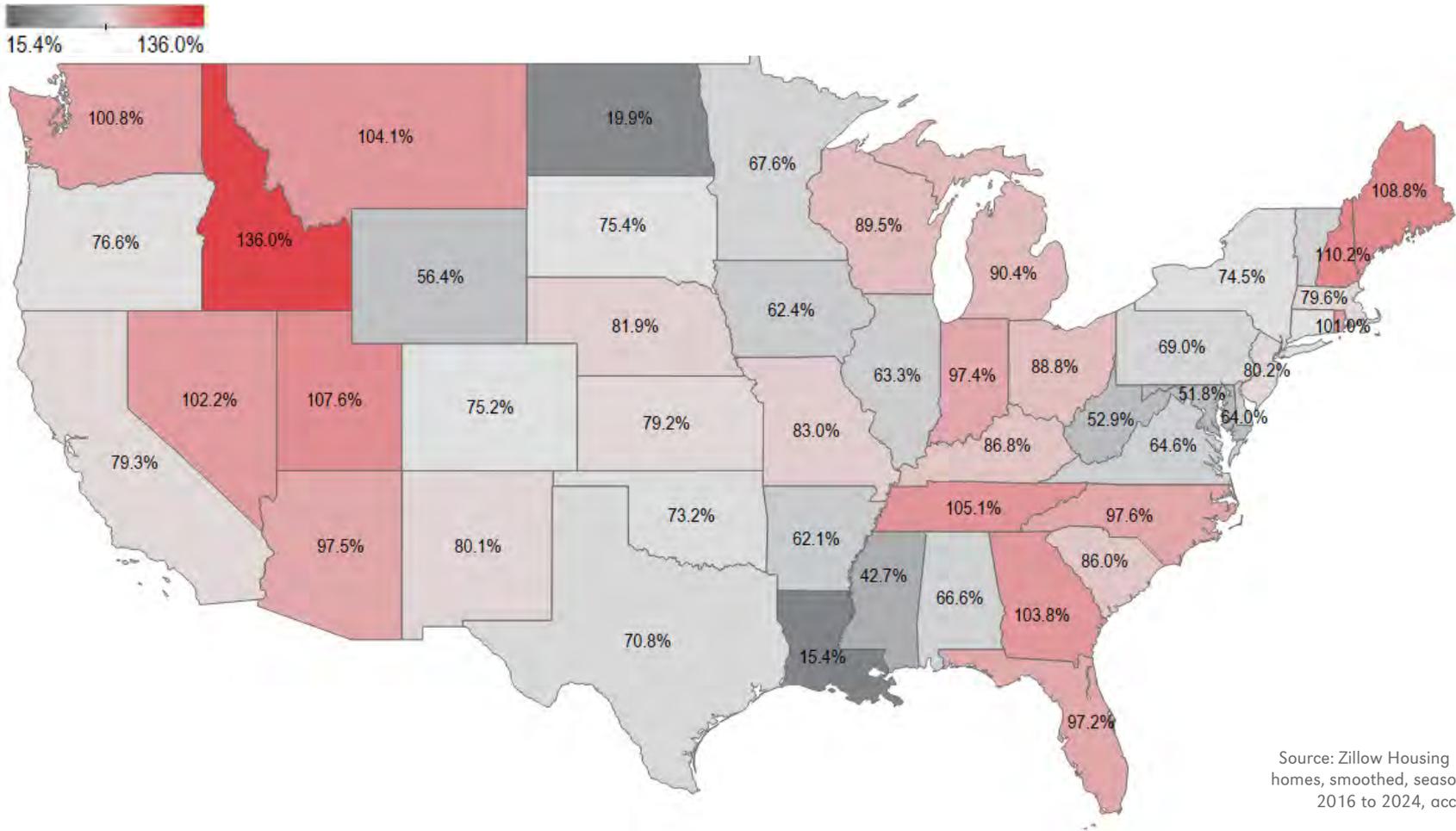
2016 to
2024
Percent
Change
82%



Source: Zillow Housing Data. ZHVI all homes, smoothed, seasonally adjusted 2016 to 2024, accessed 9.18.25

Nebraska's increase in home values is notable in the region and the country

Percent change in Zillow Home Value Index for all homes monthly, 2016 to 2024



Source: Zillow Housing Data. ZHVI all homes, smoothed, seasonally adjusted 2016 to 2024, accessed 9.18.25

- Nebraska's housing value **indicator** shows that actual home values in the state are about average compared to the nation and region.
- Looking at the **trend**, however, housing values in Nebraska have increased more quickly than in many other states.
- This raises important questions about **housing affordability** for Nebraskans, even if current values appear average.

The Cost of Homeownership Continues to Rise

September 11, 2025

Press Release Number: CB25-147

SEPT. 11, 2025 – The median [monthly owner costs](#) for U.S. homeowners with a mortgage increased to \$2,035 in 2024 from \$1,960 (inflation-adjusted) in 2023, according to new [American Community Survey \(ACS\)](#) 1-year estimates released today by the U.S. Census Bureau.

“One way we measure housing affordability is based on how much households spend on selected costs such as mortgage payments, insurance, taxes, utilities, and various fees,” said Jacob Fabina, a Census Bureau economist. “In 2024, the median percentage of income householders with a mortgage spent on these costs was 21.4%, which points to an increased burden on homeowners.”

Median monthly owner costs increased 3.8% from 2023 to 2024, more than the increase of 3.0% from 2022 (\$1,902) to 2023. This increase was primarily driven by higher mortgage costs and insurance fees.

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Public Information Office
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877-861-2010 (U.S. and Canada)

The trend is not significant 2023 to 2024 in Nebraska. It is 2022 to 2024. Values rose from \$1,700 in 2022 to \$1,769 in 2023, then declined slightly to \$1,764 in 2024.

CP03 Comparative Economic Characteristics

American Community Survey | 2024: ACS 1-Year Estimates Comparison Profiles

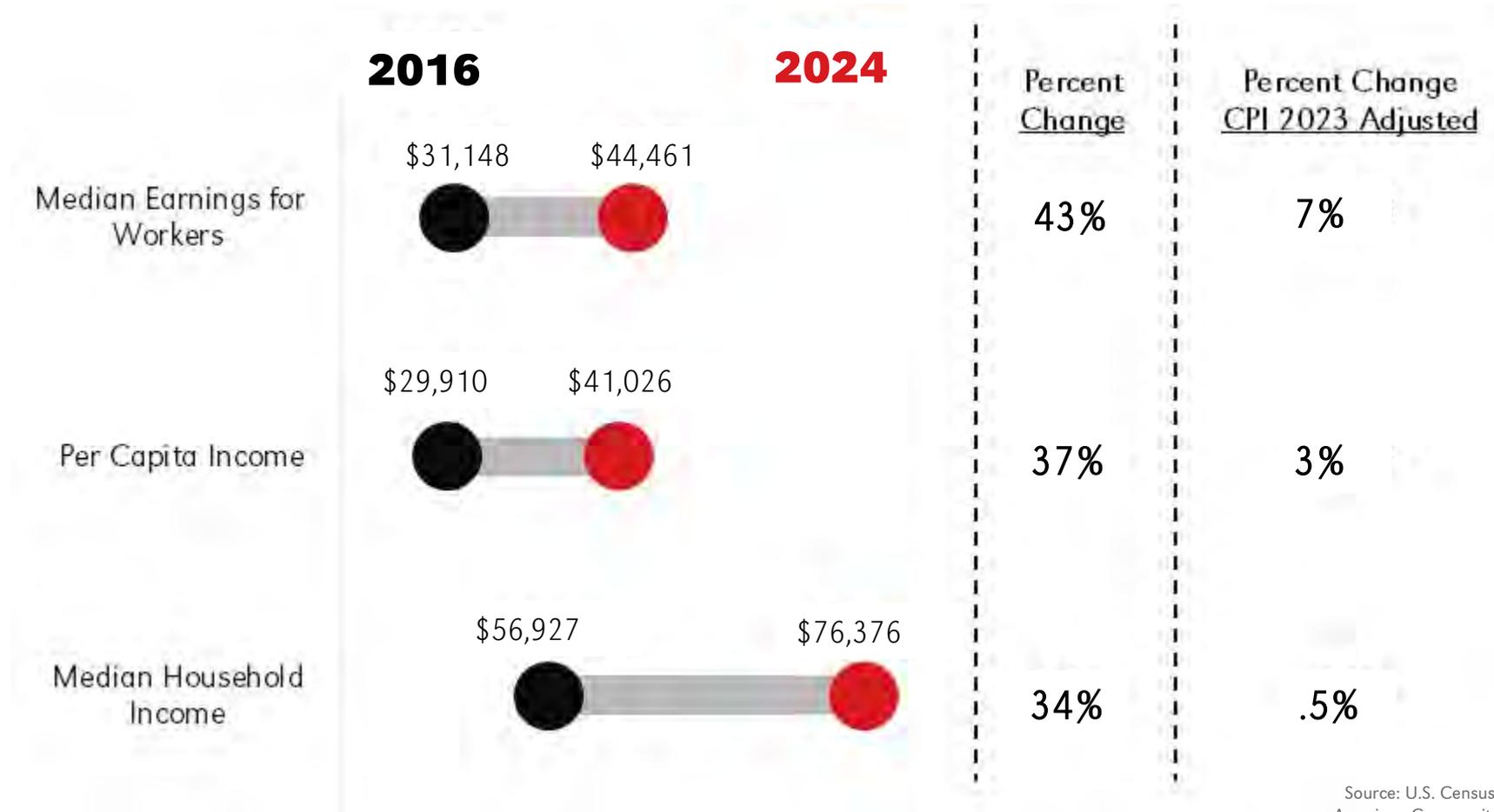


Missing data for your geographies? Try switching to ACS 5-year estimates instead. [Learn More.](#)

Label	Nebraska				
	2024 Estimate	2023 Estimate	2024 - 2023 Statistical S...	2022 Estimate	2024 - 2022 Statistical S...
▼ CLASS OF WORKER					
▼ INCOME AND BENEFITS (IN 2024 INFLATION-ADJUSTED DO...					
▼ Total households	824,012	813,864	*	803,157	*
Less than \$10,000	4.3%	4.4%		4.6%	
\$10,000 to \$14,999	3.0%	3.1%		3.2%	
\$15,000 to \$24,999	6.3%	6.3%		6.7%	
\$25,000 to \$34,999	6.7%	6.5%		7.2%	
\$35,000 to \$49,999	11.3%	10.9%		11.1%	
\$50,000 to \$74,999	17.4%	17.9%		17.4%	
\$75,000 to \$99,999	13.3%	13.9%		12.7%	
\$100,000 to \$149,999	19.1%	18.6%		18.6%	
\$150,000 to \$199,999	9.6%	8.7%	*	8.9%	*
\$200,000 or more	8.9%	9.9%	*	9.6%	*
Median household income (dollars)	76,376	76,781		74,597	
Mean household income (dollars)	100,280	104,243	*	101,396	
▼ With earnings	79.7%	80.8%	*	79.9%	
Mean earnings (dollars)	99,752	103,369	*	102,300	

Earnings and income *indicators* for 2024 don't capture the notable *trend* that earnings have not risen as fast as housing values

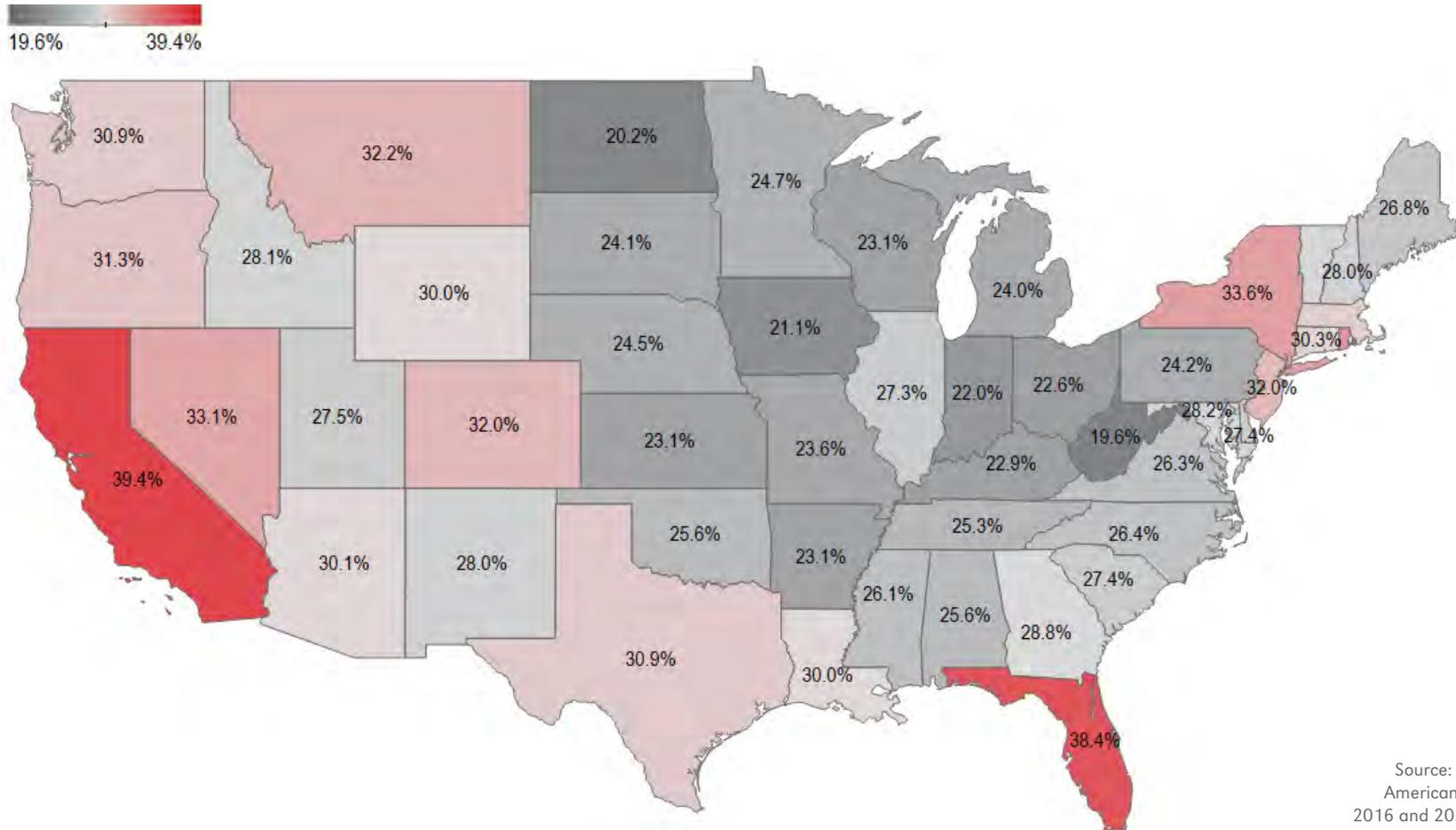
Earnings and income indicators in Nebraska, 2016 and 2024 and percent change



Source: U.S. Census Bureau, American Community Survey, 2016 and 2024, 1-year Estimates

A quarter of households in Nebraska are housing cost burdened or paying 30% or more of income on monthly housing costs

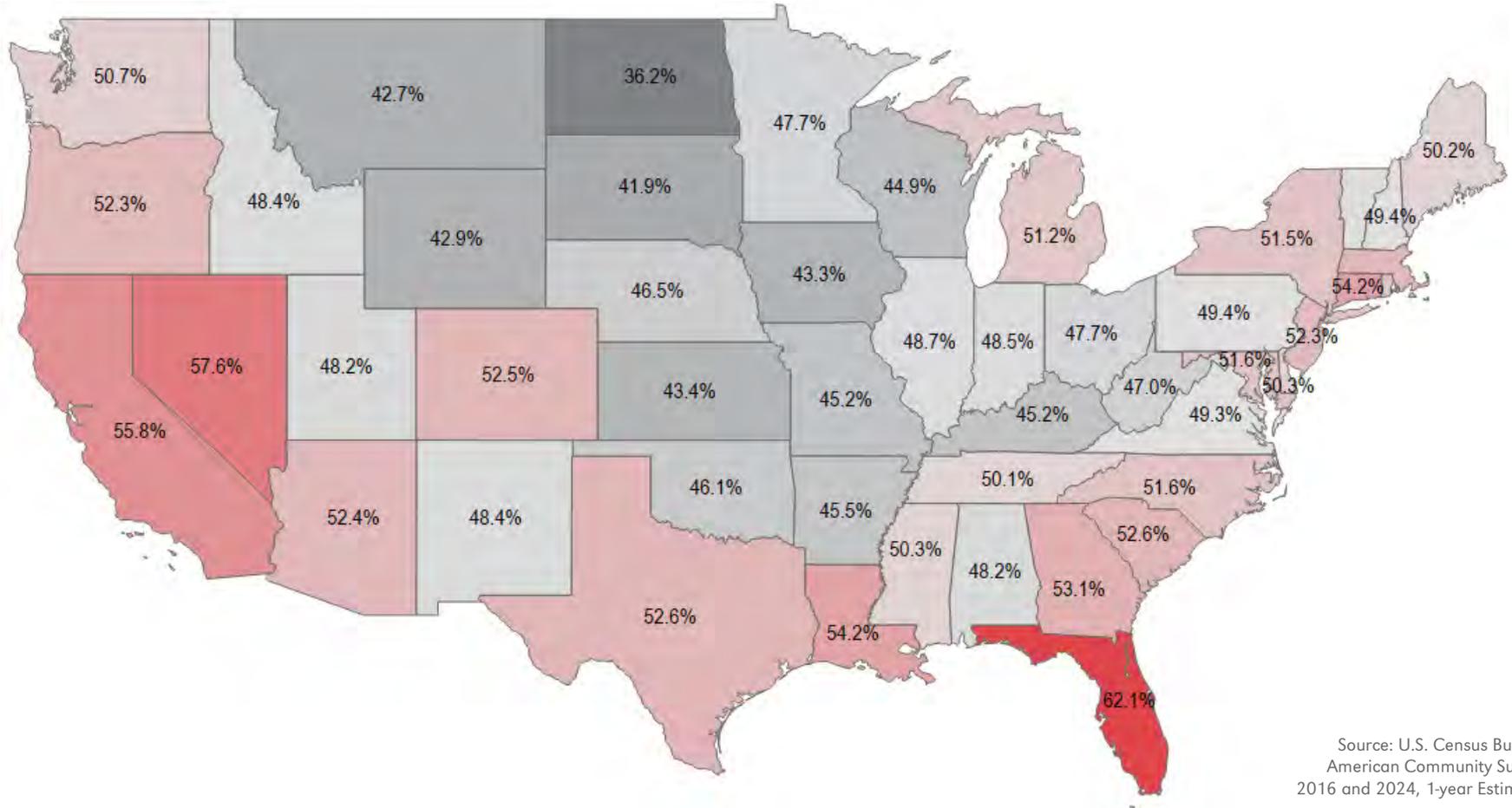
Housing units with a mortgage paying 30% or more of monthly income on housing costs by state in 2024. In 2016 the number was 20%.



Source: U.S. Census Bureau, American Community Survey, 2016 and 2024, 1-year Estimates

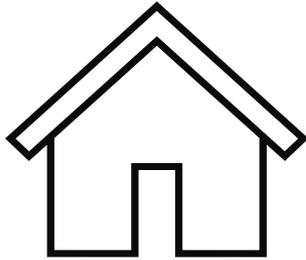
About 50% of renters are housing cost burdened in 2024

Housing units paying 30% or more of monthly income on gross rent by state in 2024. In 2016 the number was 44%.



Source: U.S. Census Bureau, American Community Survey, 2016 and 2024, 1-year Estimates

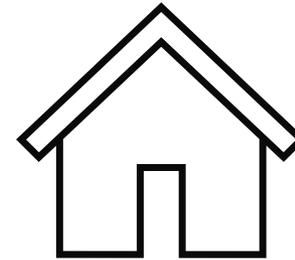
2016



A household earning the median in 2016, could afford a home between \$275,000 and \$345,000. Which is above the median home value, \$148,100.

In 2016, about 75% of households can afford the median priced home.

2024



A household earning the median in 2024, could afford a home between \$250,000 and \$300,000. Which is inclusive of the median home value, \$263,100.

In 2024, just 50% of households can afford the median priced home.

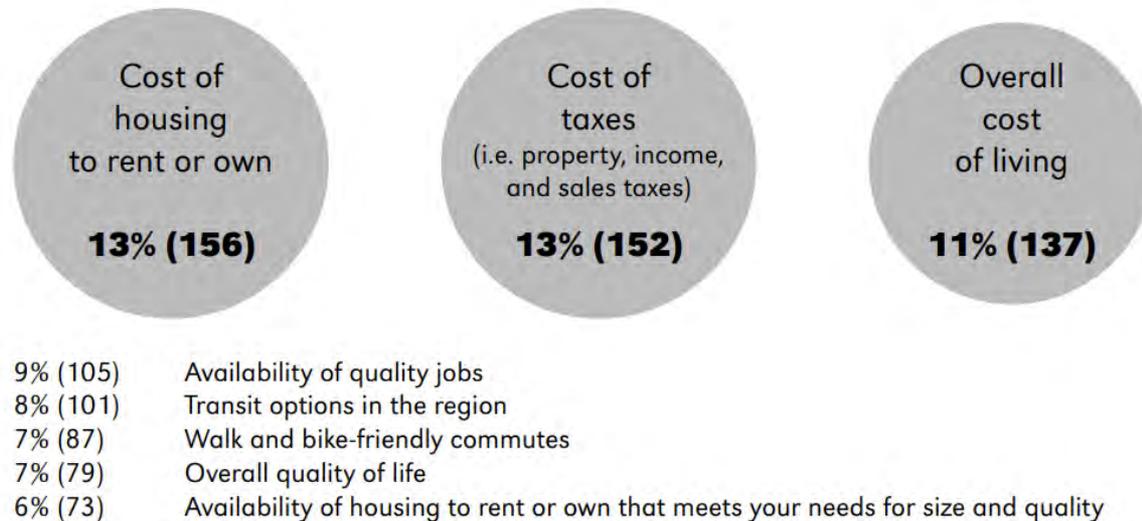
Source: Analysis of U.S. Census Bureau
American Community Survey data by
UNO CPAR aided by ChatGPT

Income and earnings indicators have grown since 2016, yet the trend adjusted for inflation shows only modest real gains.

The differences in these trends clearly suggest homes are less affordable.

OMAHA SATISFACTION

Which three aspects of the Greater Omaha Region would you like to see improved for young professionals?



CP03 | Comparative Economic Characteristics

American Community Survey | 2024: ACS 1-Year Estimates Comparison Profiles

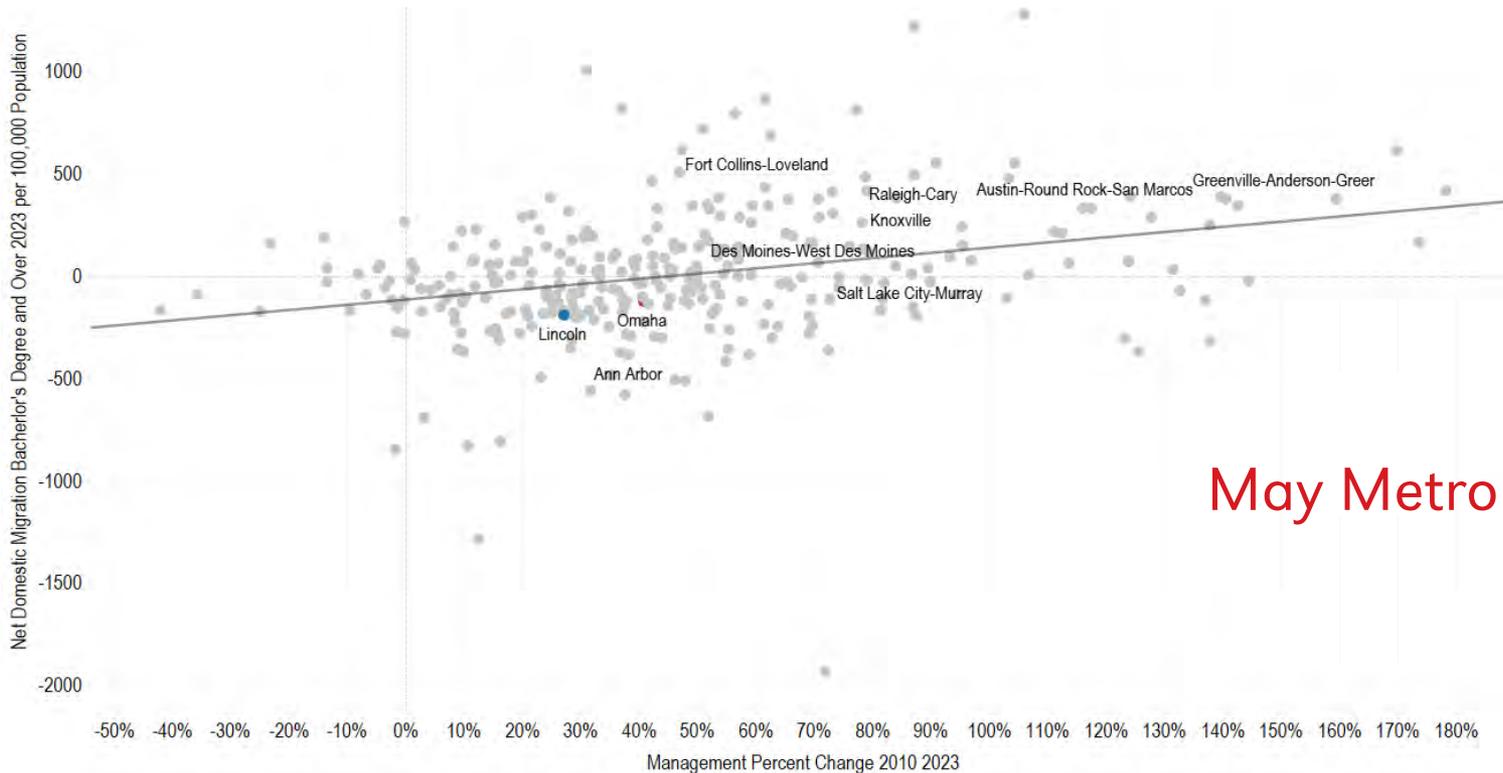
Notes | **Geos** | Topics | Codes | Dataset | Year | Columns | Transpose | Restore | Download | Cite | Share | Print | API | Char

Missing data for your geographies? Try switching to ACS 5-year estimates instead. [Learn More.](#)

Label	Nebraska				
	2024 Estimate	2023 Estimate	2024 - 2023 Statistical S...	2022 Estimate	2024 - 2022 Statistical S...
OCCUPATION					
▼ Civilian employed population 16 years and over	1,045,068	1,041,138		1,025,109	*
Management, business, science, and arts occupations	41.6%	42.5%		40.6%	
Service occupations	15.7%	14.9%		15.5%	
Sales and office occupations	18.5%	19.8%	*	19.8%	*
Natural resources, construction, and maintenance occu...	9.6%	9.5%		10.3%	
Production, transportation, and material moving occupa...	14.6%	13.3%	*	13.8%	*

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

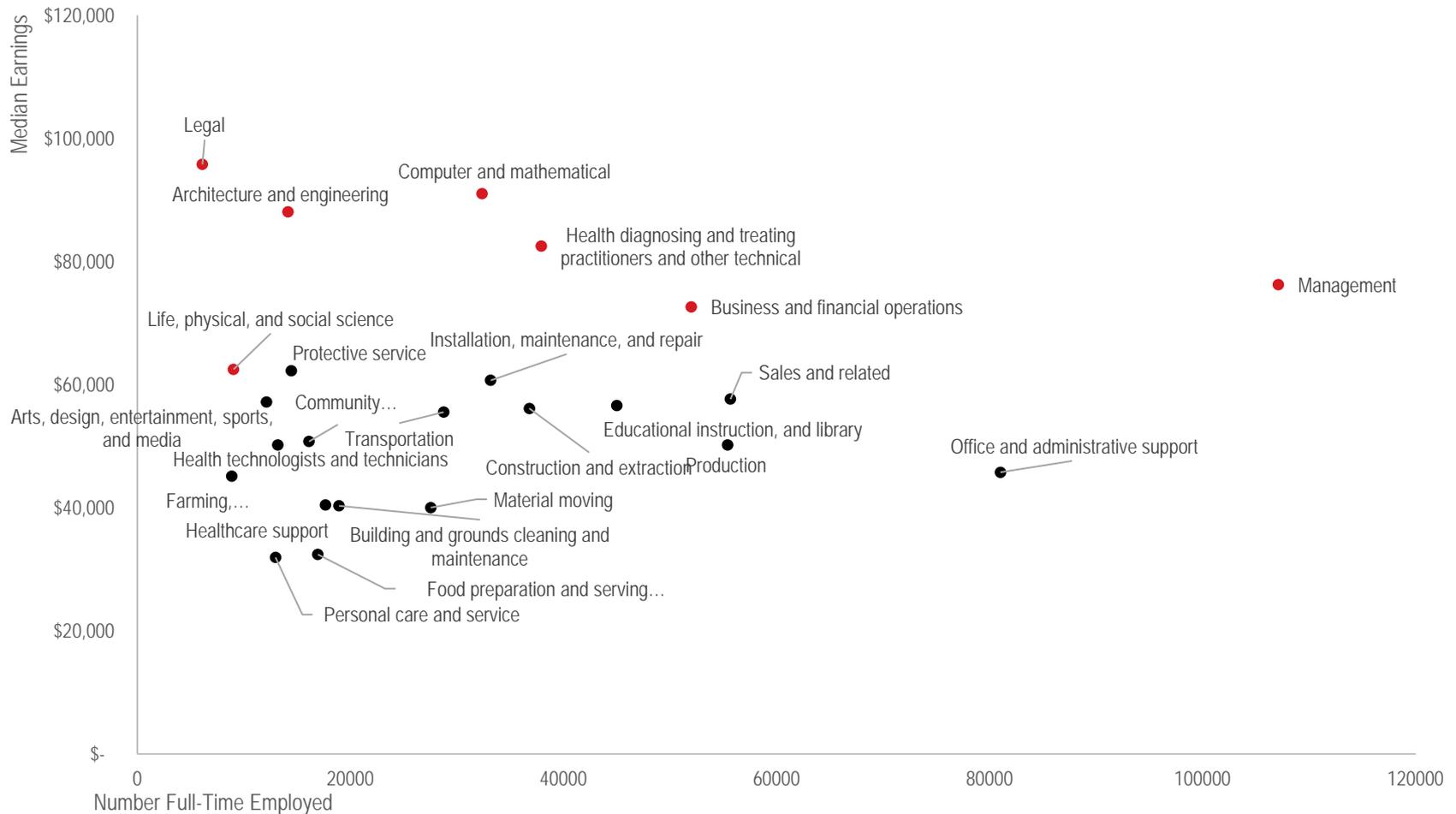
Comparison of percent change in management jobs (proxy for high-wage jobs) and net domestic migration for those with bachelor's degree +. Relationship is positive and significant ($p < .0001$) indicating MSAs with growth in management may attract educated residents. Similar patterns hold for other high-wage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



May Metro Data

Seven occupations, among full-time workers in Nebraska are identified as high-wage, comprising 34.7% of the workforce

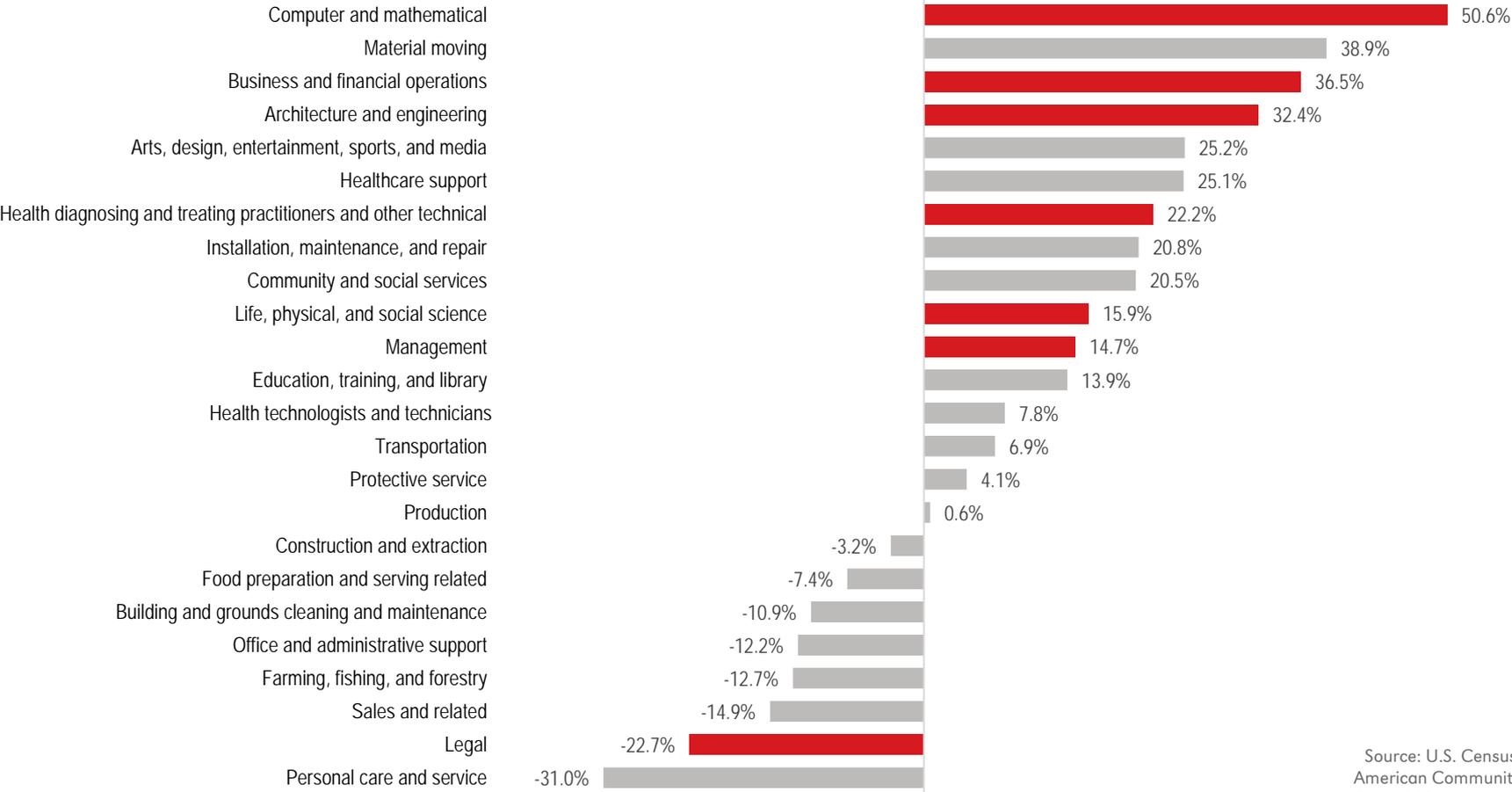
Occupations arrayed by number of persons that are full-time employed and median earnings in Nebraska



Source: U.S. Census Bureau, American Community Survey, 2024, 1-year Estimates

Most occupations in Nebraska have grown 2016 to 2024 including all but one high-wage job, legal

Percent change in number of persons full-time employed | red is high wage | gray is all other occupations



Source: U.S. Census Bureau, American Community Survey, 2016 and 2024, 1-year Estimates

Table 1.1 Employment by major occupational group, 2024 and projected 2034 (Employment in thousands)

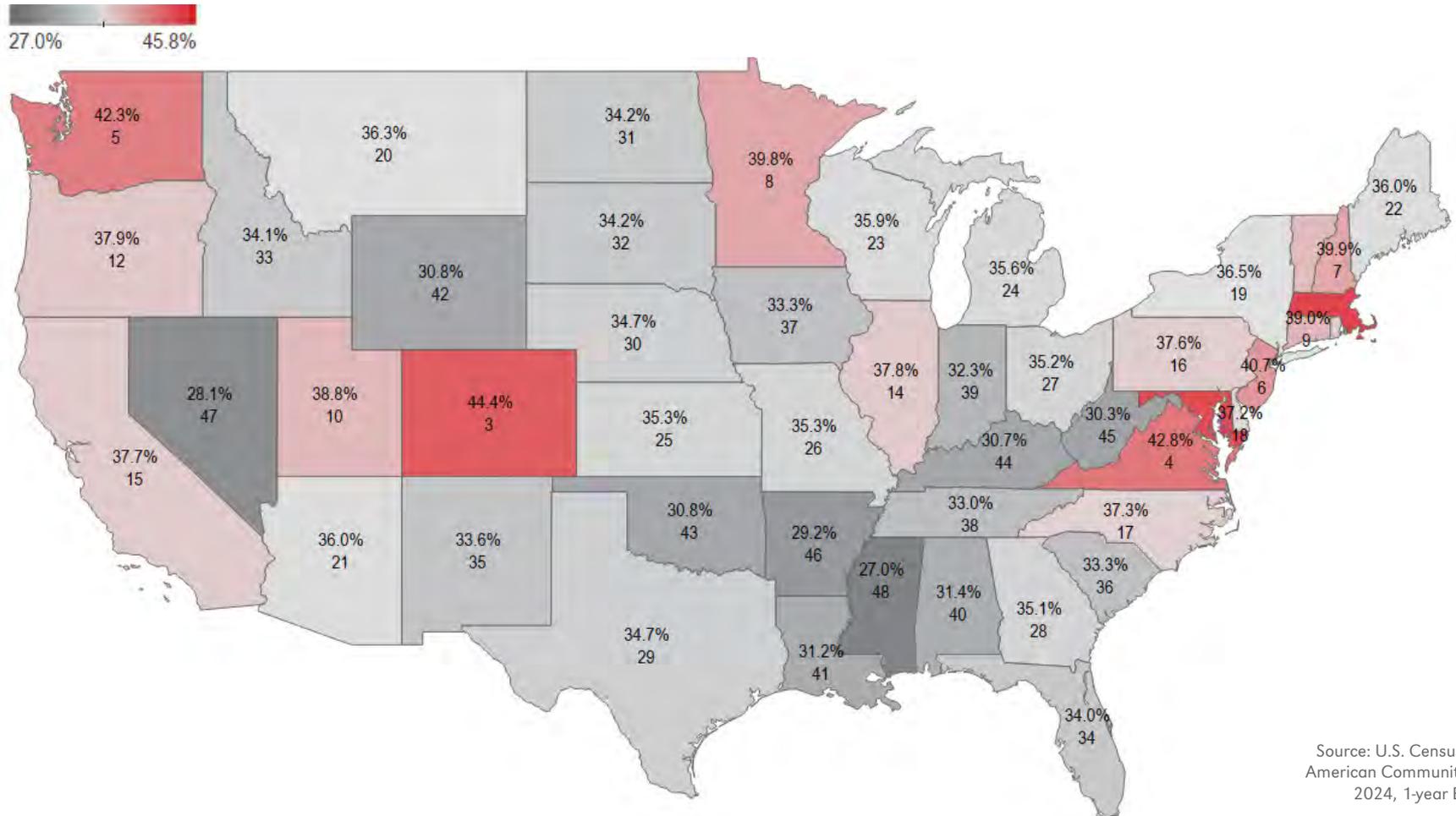
2024 National Employment Matrix title	2024 National Employment Matrix code	Employment, 2024	Employment, 2034	Employment change, numeric, 2024–34	Employment change, percent, 2024–34	Median annual wage, dollars, 2024[1]
Healthcare support occupations	31-0000	7,982.8	8,971.1	988.3	12.4	37,180
Computer and mathematical occupations	15-0000	5,416.7	5,962.3	545.6	10.1	105,850
Healthcare practitioners and technical occupations	29-0000	10,067.5	10,794.4	726.9	7.2	83,090
Community and social service occupations	21-0000	3,196.9	3,409.2	212.3	6.6	57,530
Management occupations	11-0000	13,607.6	14,441.0	833.4	6.1	122,090
Architecture and engineering occupations	17-0000	2,648.4	2,788.3	139.9	5.3	97,310
Business and financial operations occupations	13-0000	11,262.0	11,848.9	586.9	5.2	80,920
Construction and extraction occupations	47-0000	7,574.7	7,968.8	394.1	5.2	58,360
Life, physical, and social science occupations	19-0000	1,609.5	1,690.4	80.9	5.0	78,980
Installation, maintenance, and repair occupations	49-0000	6,492.9	6,794.3	301.4	4.6	58,230
Personal care and service occupations	39-0000	4,464.1	4,650.6	186.5	4.2	35,110
Transportation and material moving occupations	53-0000	14,204.6	14,784.4	579.9	4.1	42,740
Food preparation and serving related occupations	35-0000	13,805.3	14,295.3	489.9	3.5	34,130
Total, all occupations	00-0000	169,956.1	175,167.9	5,211.8	3.1	49,500
Arts, design, entertainment, sports, and media occupations	27-0000	3,021.1	3,104.6	83.5	2.8	60,140
Legal occupations	23-0000	1,418.2	1,456.5	38.3	2.7	99,990
Building and grounds cleaning and maintenance occupations	37-0000	5,715.9	5,832.9	117.1	2.0	36,790
Protective service occupations	33-0000	3,787.4	3,816.6	29.1	0.8	50,580
Educational instruction and library occupations	25-0000	9,813.2	9,875.4	62.2	0.6	59,220
Production occupations	51-0000	9,001.2	8,901.6	-99.6	-1.1	45,960
Sales and related occupations	41-0000	14,532.6	14,234.8	-297.8	-2.0	37,460
Farming, fishing, and forestry occupations	45-0000	1,008.5	983.3	-25.2	-2.5	36,750
Office and administrative support occupations	43-0000	19,325.2	18,563.3	-761.9	-3.9	46,320

Footnotes:

[1] Data are from the Occupational Employment and Wage Statistics program, U.S. Bureau of Labor Statistics. Wage data cover non-farm wage and salary workers and do not cover self-employed, unpaid family workers, and agricultural, stock, and fishery workers.
 Source: Employment Projections program, U.S. Bureau of Labor Statistics

Nebraska currently ranks 30th in density of those in full-time high-wage jobs

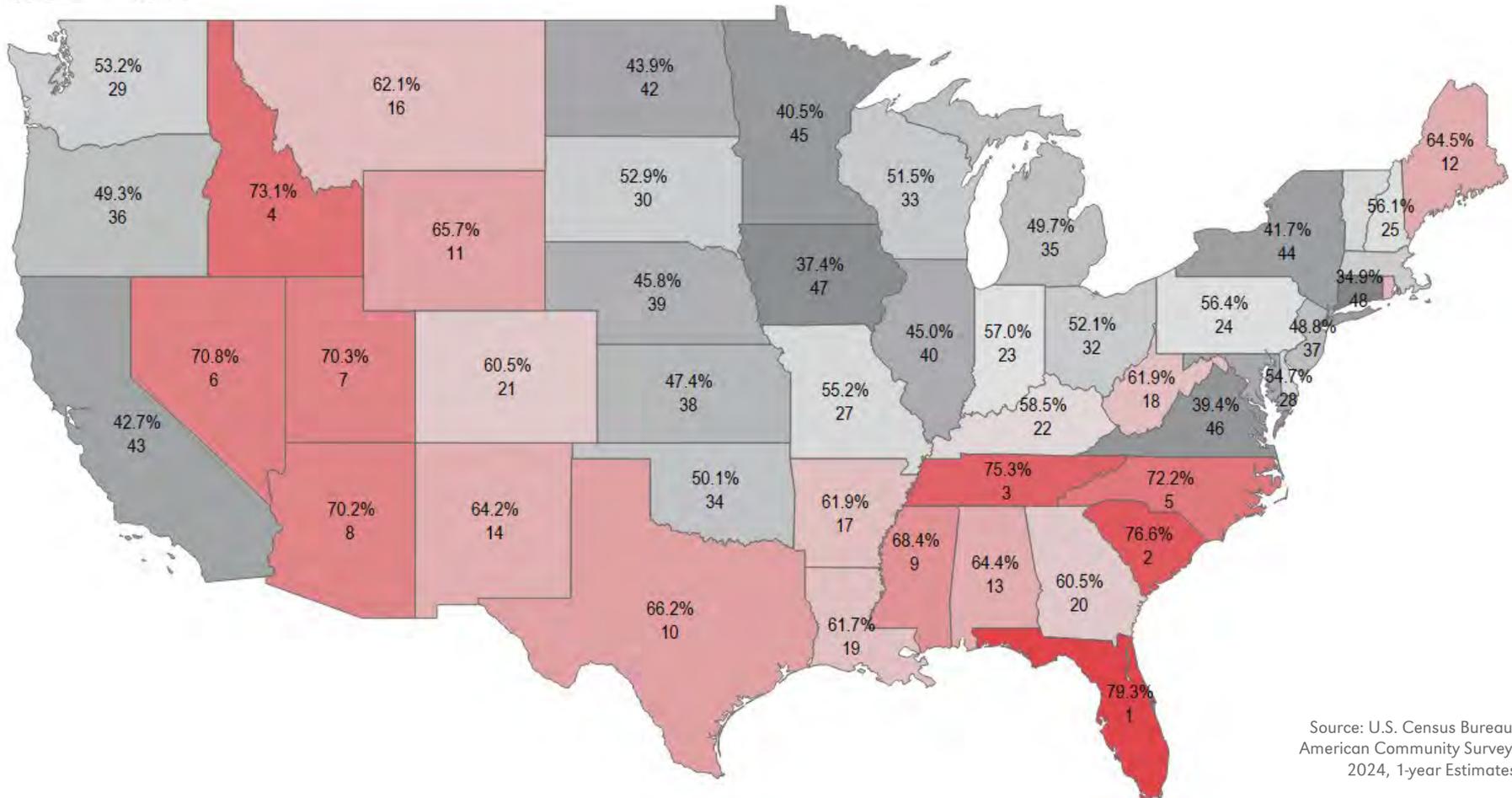
Number of persons in high-wage jobs (seven occupations) as a percentage of total full-time workforce and national rank



Source: U.S. Census Bureau, American Community Survey, 2024, 1-year Estimates

Nebraska ranks 39th in growth in full-time high-wage jobs

Growth in number of persons in high-wage jobs (seven occupations), 2016 to 2024



Source: U.S. Census Bureau, American Community Survey, 2024, 1-year Estimates



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QUESTIONS & ANSWERS

