

# Heartland 2050: Omaha-Council Bluffs Values and Priorities Quantitative Study

Prepared for Fregonese Associates







January 28, 2014

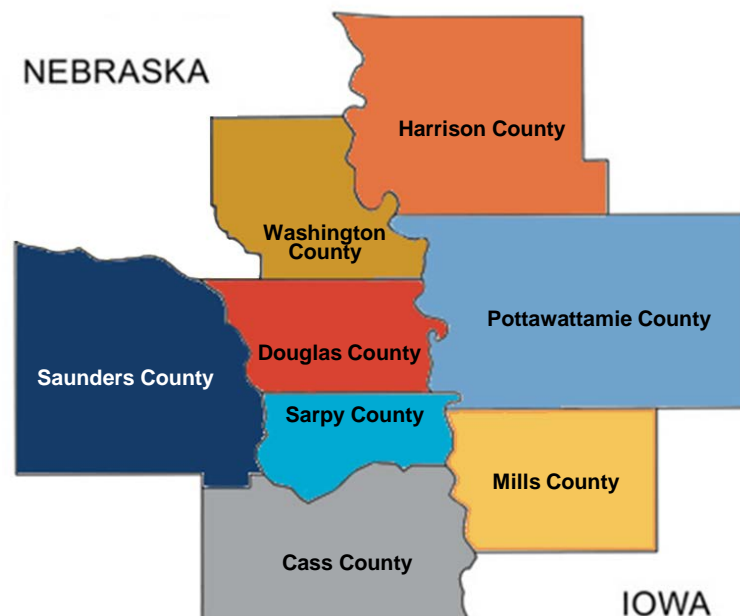
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# Quantitative Research Methodology

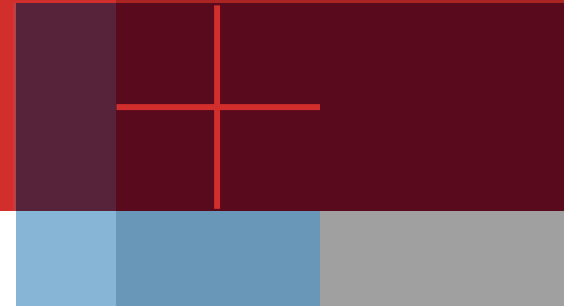
 <b>Who?</b>	<b>Omaha-Council Bluffs Residents</b>
 <b>Sample Size</b>	n=400
 <b>Field Dates</b>	January 8 <sup>th</sup> – 16 <sup>th</sup> , 2014
 <b>Interview Method</b>	Online
 <b>Length</b>	18 minutes
 <b>Respondent Criteria</b>	<p>Sample Sourced from online panel.</p> <p>Screening Criteria:</p> <ul style="list-style-type: none"><li>• Live within the Omaha MSA</li><li>• At least 19 years of age</li></ul>





# Quality of Life

Detailed Findings



# Executive Summary

## *Quality of Life*

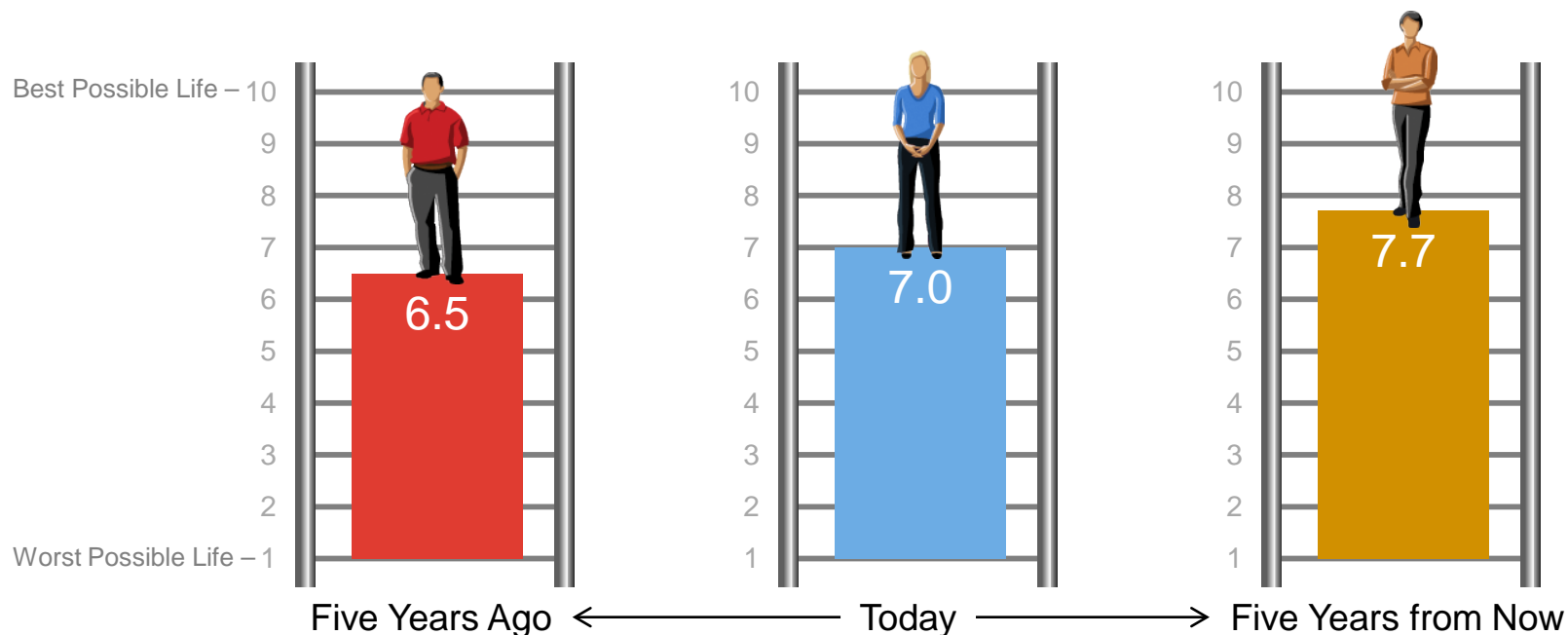
- Omaha-Council Bluffs residents have a high quality of life and positive outlook.
  - + Residents view their quality of life in the region as improved over 5 years ago and continuing to improve within the next five years.
  - + About three in four (71%) feel their quality of life is positive and anticipate it increasing for future generations (78%).
  - + Similarly, a majority (60%), feel Omaha-Council Bluffs is headed in the right direction compared with only one in five (19%) who feel it is off on the wrong track.
  - + When it comes to the economy, area residents are also optimistic. Only 5% say the economy is weak and over half (60%) feel it is improving.

On average, residents view their quality of life as better than it was five years ago and anticipate an improved quality of life in the future.

### Ladder of Life

Mean rating on a scale from 1 (worst) -10 (best)

Those 55+ and those earning \$100K+ perceive a higher quality of life.



BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q300. Thinking about the overall quality of your life here in the Omaha-Council Bluffs region, please imagine a ladder with ten steps representing the "ladder of life." Let's suppose the top of the ladder, the tenth step, represents the best possible life for you; and the bottom, the first step, the worst possible life for you. On a scale of 1 to 10, on which step of the ladder do you personally stand at the present time?

Q310. Again think about the overall quality of life here in the Omaha-Council Bluffs region and consider a scale of 1 to 10, where 10 represents the best possible life for you and 1 the worst possible life for you. On which step would you say you stood **five years ago**? (Regardless of whether or not you lived in the Omaha-Council Bluffs region five years ago)

Q315. Use your best guess, on which step will you stand **in the future, say about five years from now**? Again please think about the overall quality of life here in the Omaha-Council Bluffs region and use a scale of 1 to 10, where 10 represents the best possible life for you and 1 the worst possible life for you.

About three in four see their quality of life in the Omaha-Council Bluffs Region as positive and increasing. While slightly less, the majority say the region is on the right track.

### Quality of Life in the Future

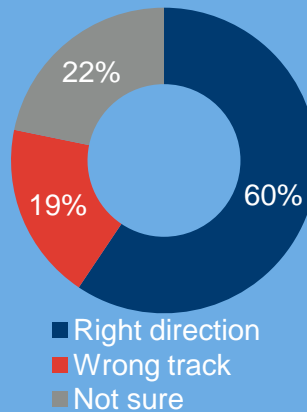
78%

23%

Increasing Decreasing

18-34 yr olds most likely to believe quality will increase.

### Direction of Their Own Community



Higher income (\$100K+) more optimistic about direction of community and quality of life.

### Quality of Life in the Region: Positives vs. Negatives

71%

29%

Positive Negative

BASE: ALL QUALIFIED RESPONDENTS (N=400)

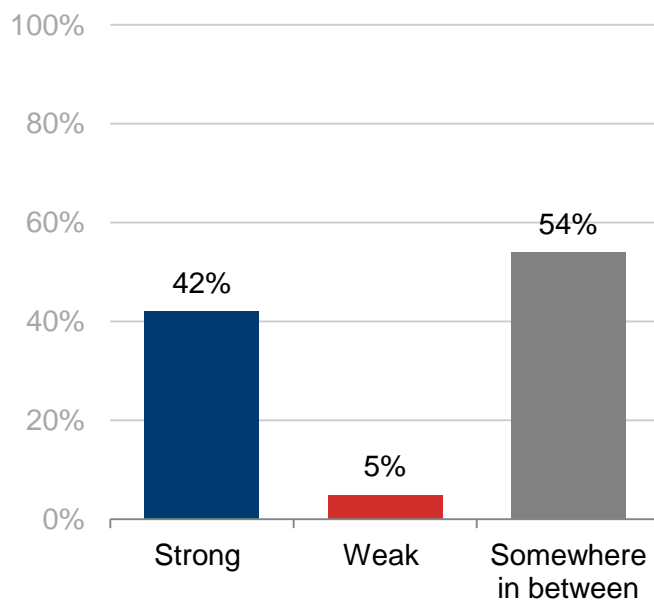
Q320. Thinking about the quality of life that will be here for you or your friends' children and grandchildren, do you see their quality of life in the Omaha-Council Bluffs region increasing or decreasing in the future?

Q330. On another subject, do you feel things in your own community today are going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

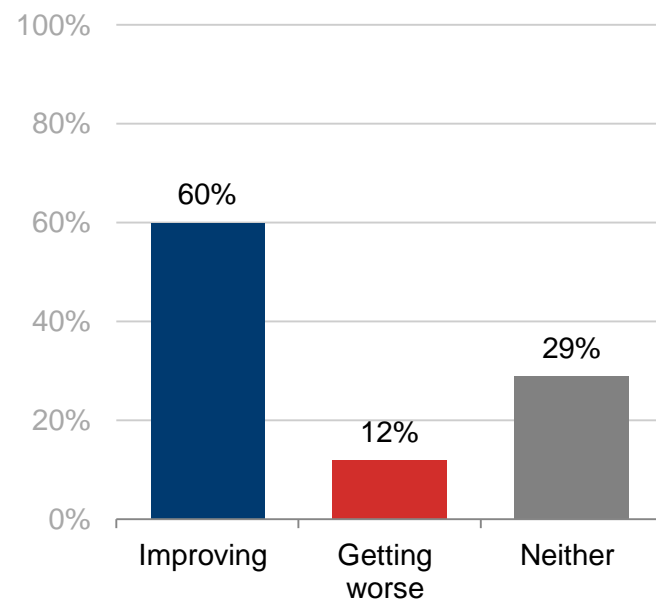
Q335. Thinking of all the positive and negative aspects about the quality of life here in the Omaha-Council Bluffs region, what percentage of things would you classify as positive? What percentage is negative?

# Residents display positivity toward the local economy with over half believing the economy is improving.

## Strength of Local Economy



## Direction of Local Economy



College grads and higher income earners most positive on local economy metrics.



# Executive Summary

## *Omaha-Council Bluffs Priorities and Issues*

- Although outlook is positive, reducing crime is an important priority for the future of the region.
  - + Two thirds (66%) rated “reducing crime and making neighborhoods safer” as an extremely important priority for the future of the region.
  - + Other areas of importance include increasing jobs, retaining young adults, improving education, and lowering taxes, both property taxes and state, local and sales taxes.

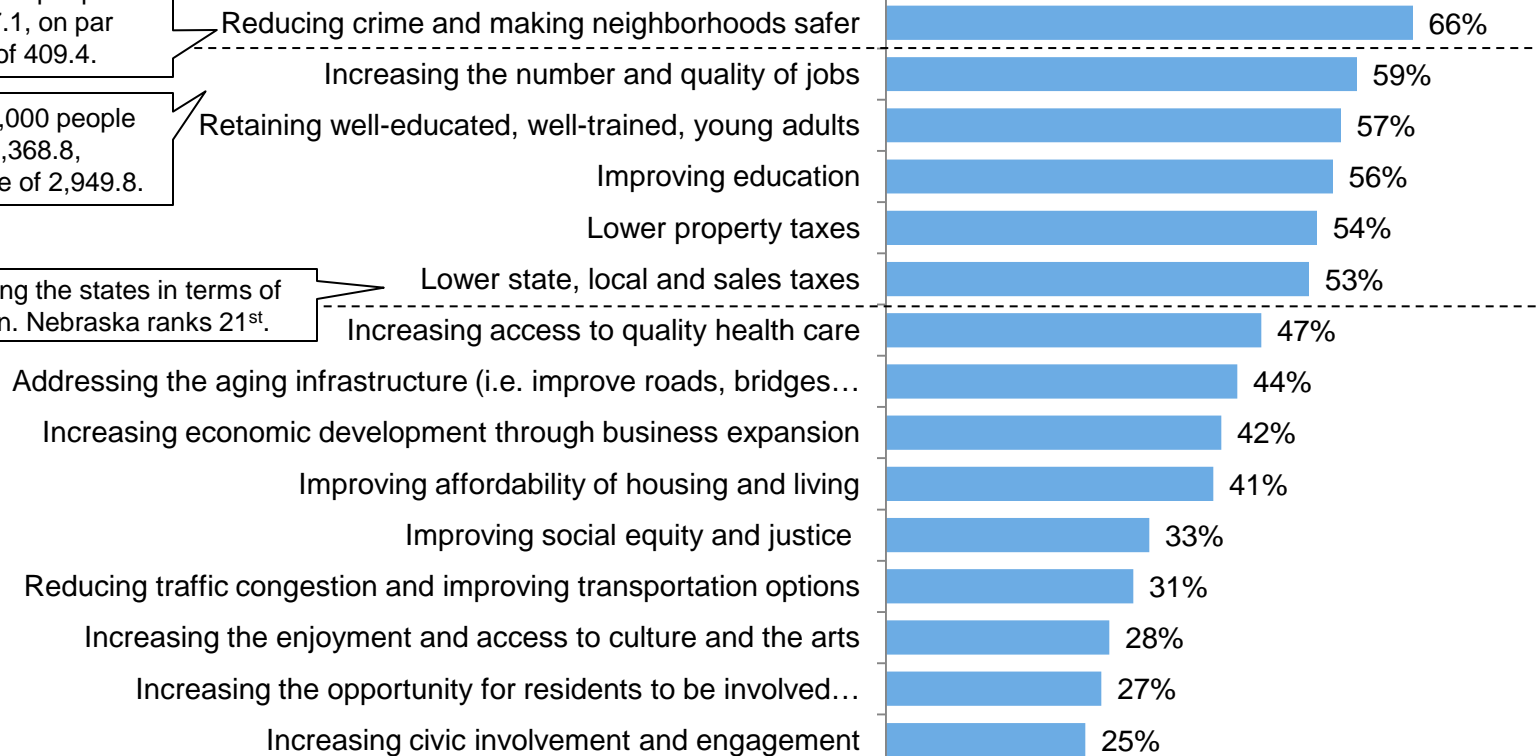
Reducing crime is the most important issue to the region with two thirds giving it high priority. Jobs, young adult retention, education and taxes also rise to the top.

## Top 2 Box Importance (Rated 9/10 on 10 pt. scale)

Violent crime per 100,000 people in the Omaha MSA is 407.1, on par with the MSA average of 409.4.

Property crime per 100,000 people in the Omaha MSA is 3,368.8, above the MSA average of 2,949.8.

Iowa ranks 24<sup>th</sup> among the states in terms of state/local tax burden. Nebraska ranks 21<sup>st</sup>.



### Greater Importance To:

Jobs: those with high school education or less (71%)

Education: those residing in Iowa (73%)

Property taxes/State, local & sales taxes: those 55+ (63%)

BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q350 Please rate each of the following issues where 1 means "Not at all important to the future of the region" and 10 means "Extremely important priority for the future of the region":



# Confirming Values Ladder

Detailed Findings



# Values-Based Strategic Hinge

There is a “strategic hinge” which exists, linking the attributes and benefits of life in the Omaha–Council Bluffs Region to the people



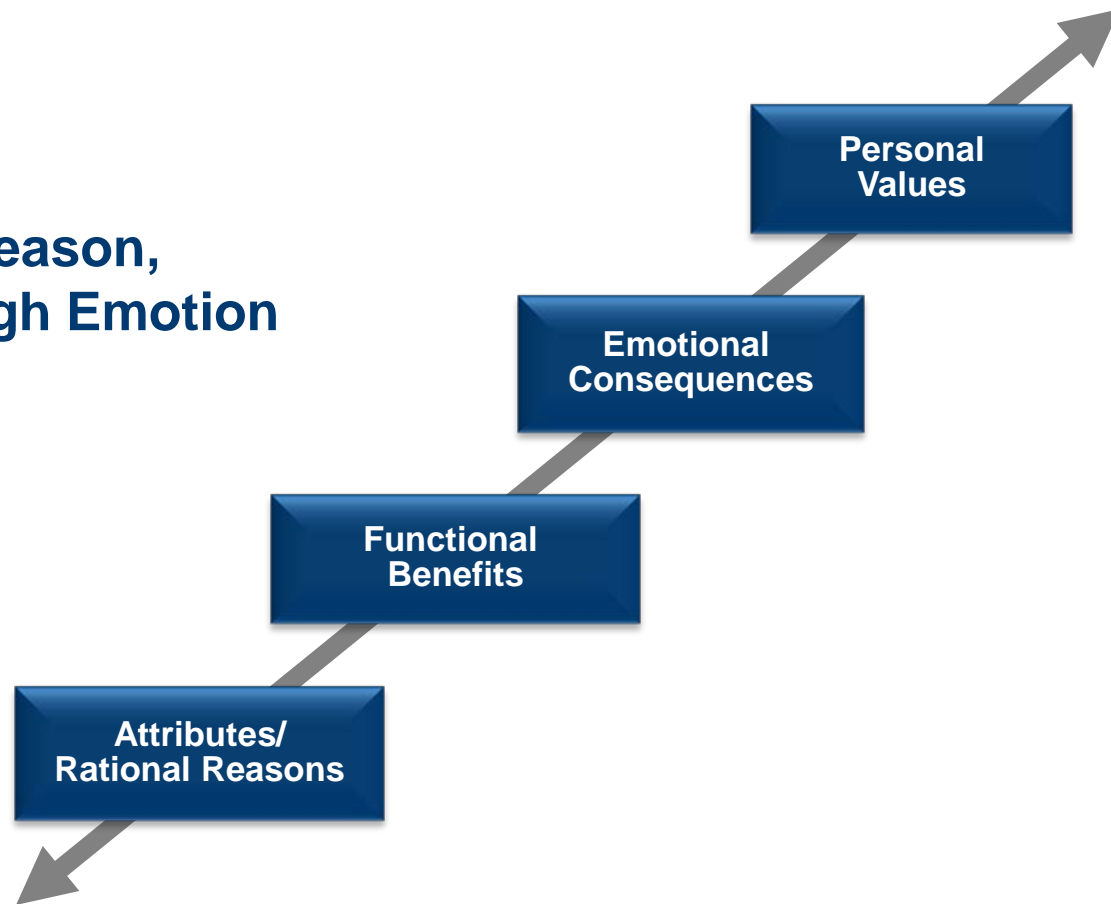
*Reason*  
*Emotion*

Identifying the rational and emotional drivers of this hinge is the purpose of “values” research.



# Strategic Hinge: Levels

*Persuade by Reason,  
Motivate through Emotion*



Positive and Negative

# From November 2013 ASOs: Enjoy **Most** About Living In Heartland Region



Residents

+Values  
Emotions

Values Ladder

Well-Being  
Accomplishment  
Joy  
Pride  
**Security**  
Peace of Mind

Feel Supported  
Provide For Family  
Better Life  
Sense of Community  
**Less Worry / Stress**  
Time With Family / Friends  
Better Quality of Life

Travel  
**Money Goes Further / Save**  
Be Outdoors  
Good Place to Raise Children  
Good Education  
Lots to Do  
Strong Relationships  
**Do More / More Experiences**

Friendly People  
Family / Friendships  
Weather  
Healthcare  
**Cost of Living**  
Amenities  
Family Friendly  
Safety  
Schools  
Midwestern Values  
Jobs and Opportunities  
**Diverse Activities**

+Benefits  
Attributes

# From November 2013 ASOs: Enjoy **Least** About Living In Heartland Region



Residents

Emotions

Unhappy  
No Peace of Mind  
**No Security**

Values Ladder

Anger / Sadness  
Stress / Worry  
No Enjoyment  
Limits What I Can Do  
**Don't Feel Safe**

Avoid Areas of Omaha  
Don't Go Outside  
Less Family Time / Activities  
**Less Money / Disposable Income**

**Crime**  
Gangs  
**Taxes**  
Few Amenities

Attributes

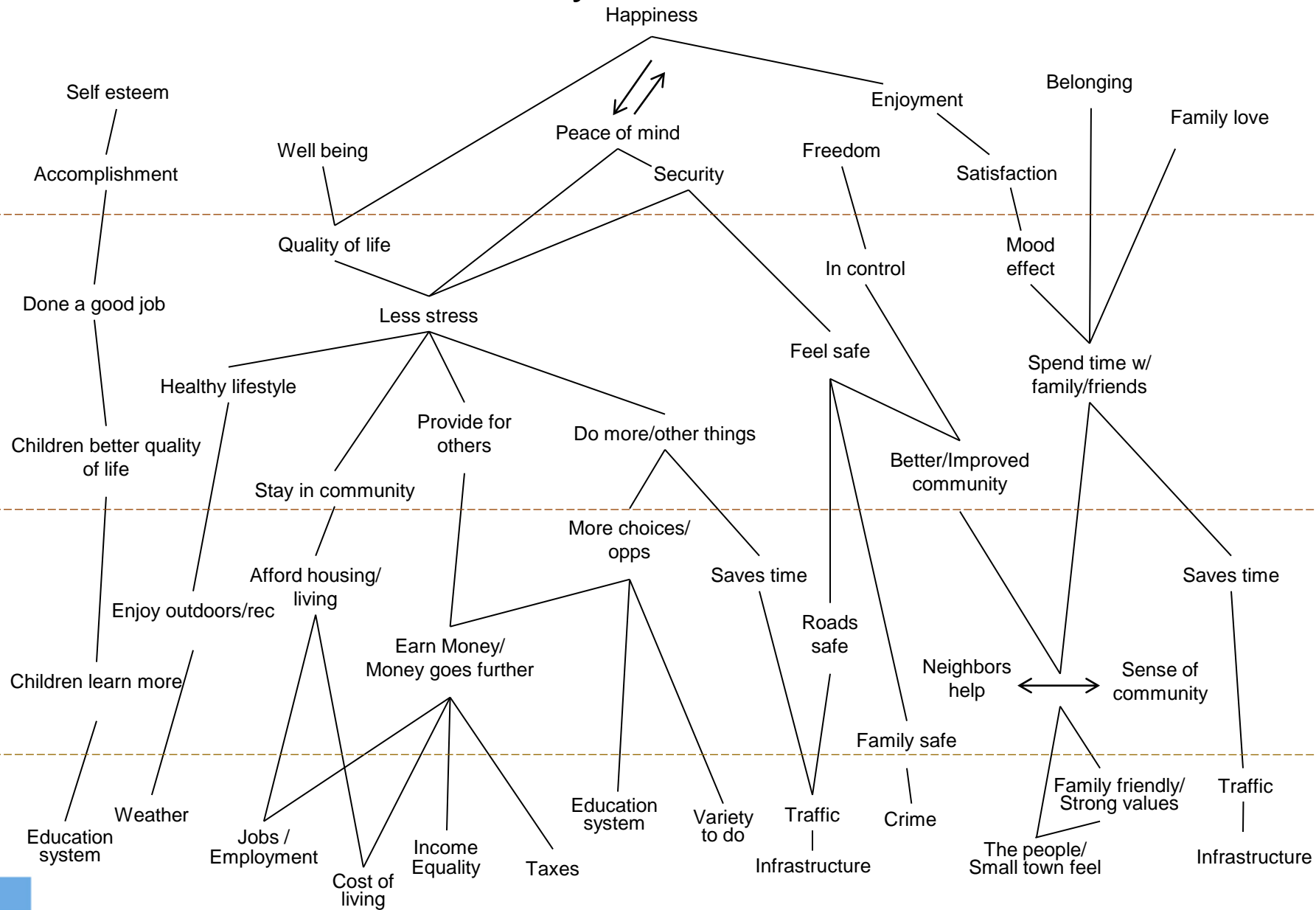
# Omaha-Council Bluffs Pathways

VALUES

EMOTIONS

BENEFITS

ATTRIBUTES





# Executive Summary

## *Omaha-Council Bluffs Resident Values*

- As residents enjoy a high quality of life in the region, it is no surprise that they perceive negative factors as having the potential biggest impact on this quality of life.
- Three quarters (75%) pointed to a negative factor as having the most significant impact on quality of life in the Omaha-Council Bluffs region.
- Similar to the qualitative phase of this research, two major negatives stand out in the region including high taxes and crime.
  - + Income inequality emerges as a third detracting factor in this quantitative phase.
- Low cost of living or affordability is the leading positive aspect of living in the region.

In the quantitative study, negative aspects emerge as those having the most impact on quality of life, with high taxes and crime topping the list.

Summary of Significant Impact	Most	2nd Most	Combined	
High level of taxes	28%	15%	22%	
Too much crime/unsafe neighborhoods/gangs	24%	13%	18%	
Lack of income equality--too big of a gap between haves & have nots	7%	11%	9%	
Not many jobs or employment opportunities	6%	6%	6%	
Low cost of living/affordable	6%	6%	6%	Key: Positive Aspects Negative Aspects
Not many entertainment options	5%	5%	5%	
Family friendly environment with strong values	5%	4%	4%	
Lack of diversity	3%	3%	3%	
Plenty of jobs and employment opportunity	3%	4%	3%	Low cost of living and Plenty of Jobs: 9%
High quality schools (K-12)	2%	3%	3%	
Good healthcare programs and access to doctors/hospitals	2%	6%	4%	
Being close to restaurants, cultural activities and night life	2%	1%	2%	
Safe community/low crime	2%	4%	3%	Family friendly, sense of community, and friendly people: 7%
Lack of good infrastructure (like roads, utilities, broadband, etc.)	1%	9%	5%	
Poor quality schools (K-12)	1%	3%	2%	
Strong sense of community	1%	1%	1%	
Diverse activities/many things to do	1%	2%	2%	Diverse activities, close to restaurants, and access to shopping: 5%
Friendly people and neighbors/Rural/Small town feel	1%	3%	2%	
Lack of traffic congestion	1%	1%	1%	
Easy access to shopping	-	2%	1%	
Outdoor recreation opportunities/enjoying the outdoors	-	1%	1%	

BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q400/Q450. The people of the Omaha-Council Bluffs region have mentioned many factors—both positive and negative—that contribute to or detract from their quality of life. Thinking about the quality of life in the Omaha-Council Bluffs region, please identify which **one** (either a positive or a negative factor) of the following factors has the [most/second most] significant impact on the overall quality of life for you personally. You may choose a positive or a negative factor depending on which has the greatest impact on your overall quality of life.

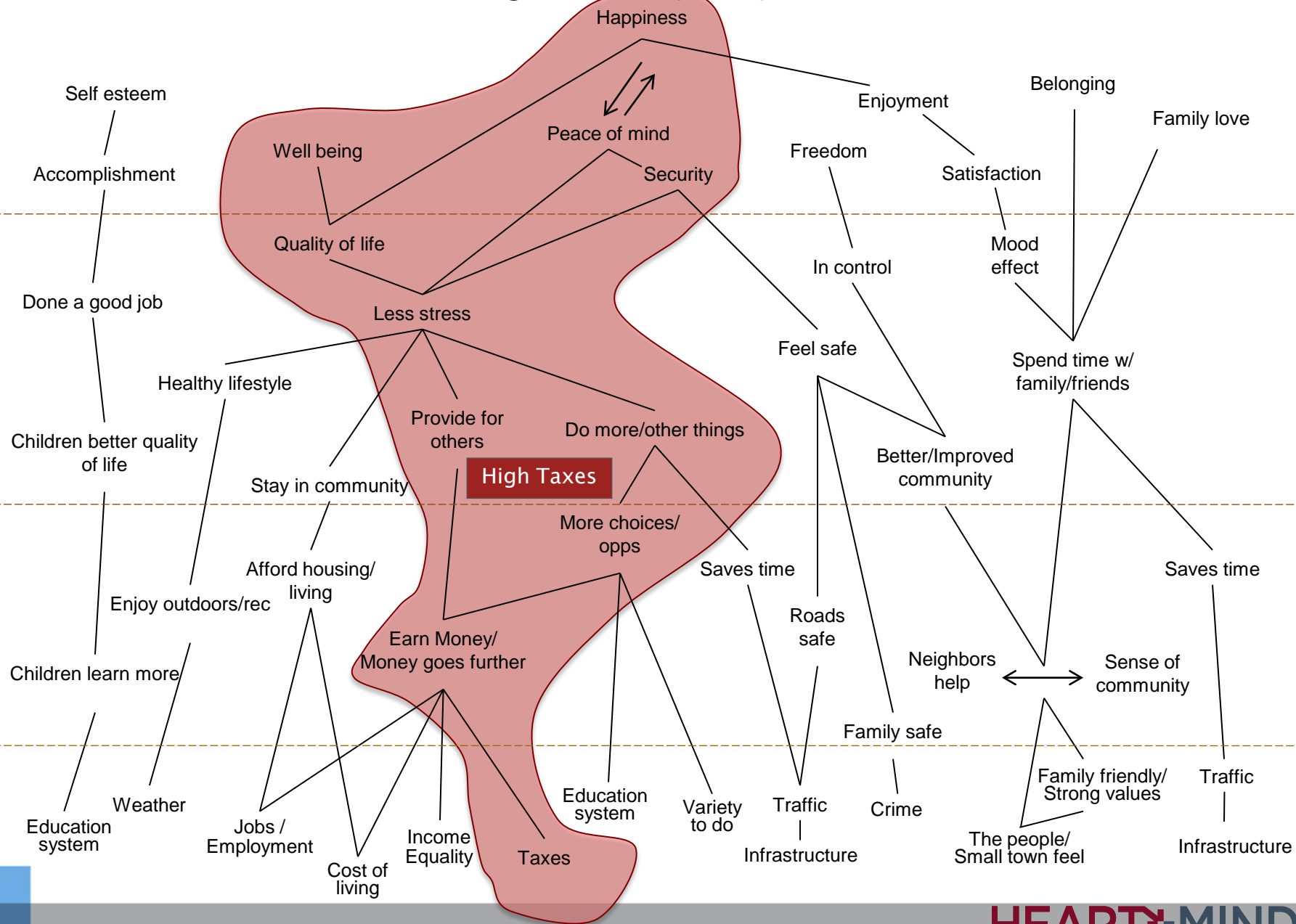
# Omaha-Council Bluffs Values: High Taxes (22%)

VALUES

EMOTIONS

BENEFITS

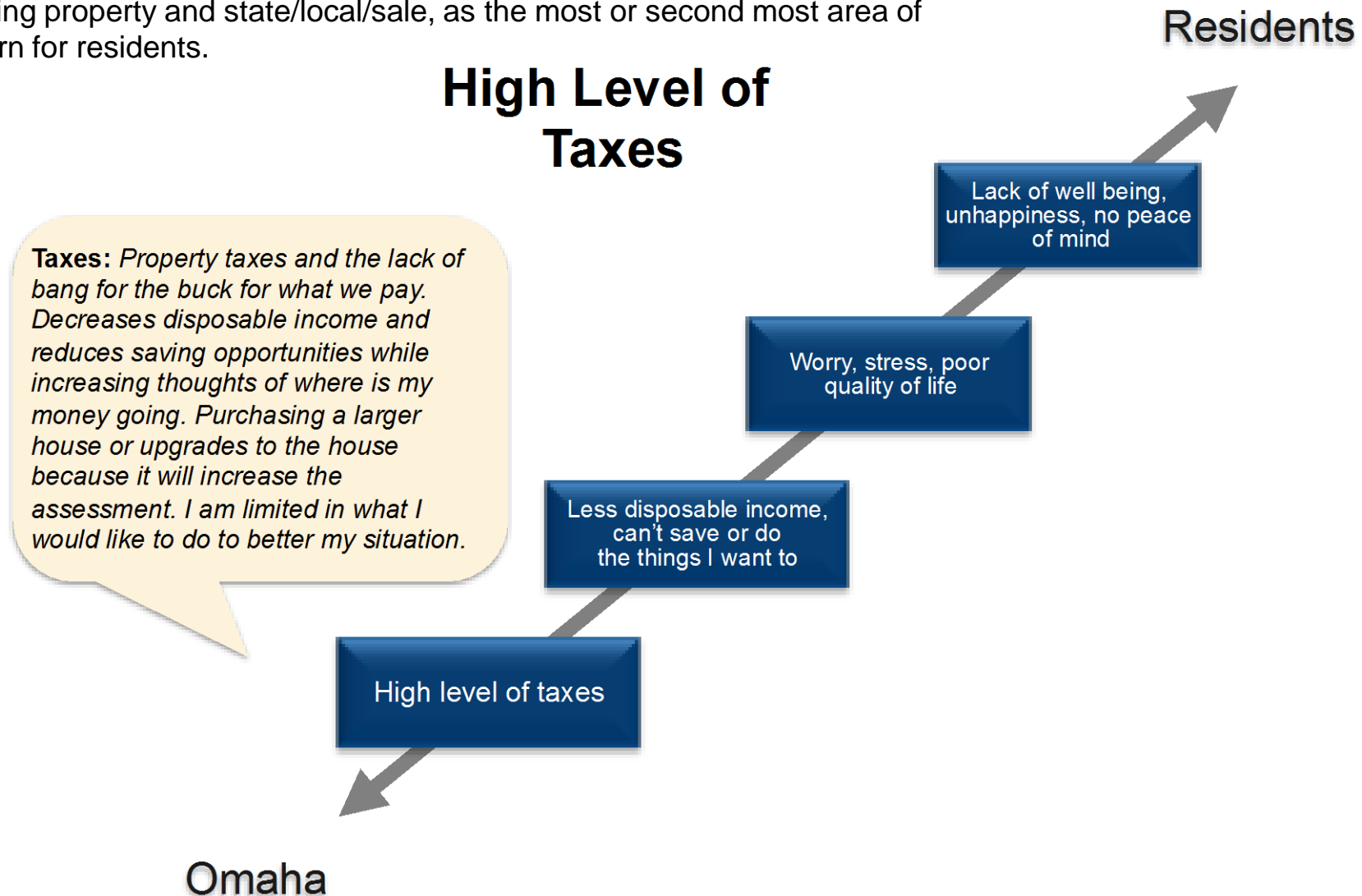
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# Executive Summary

## Omaha-Council Bluffs Resident Values

Nearly a quarter (22%) of respondents identified the high level of taxes, including property and state/local/sale, as the most or second most area of concern for residents.



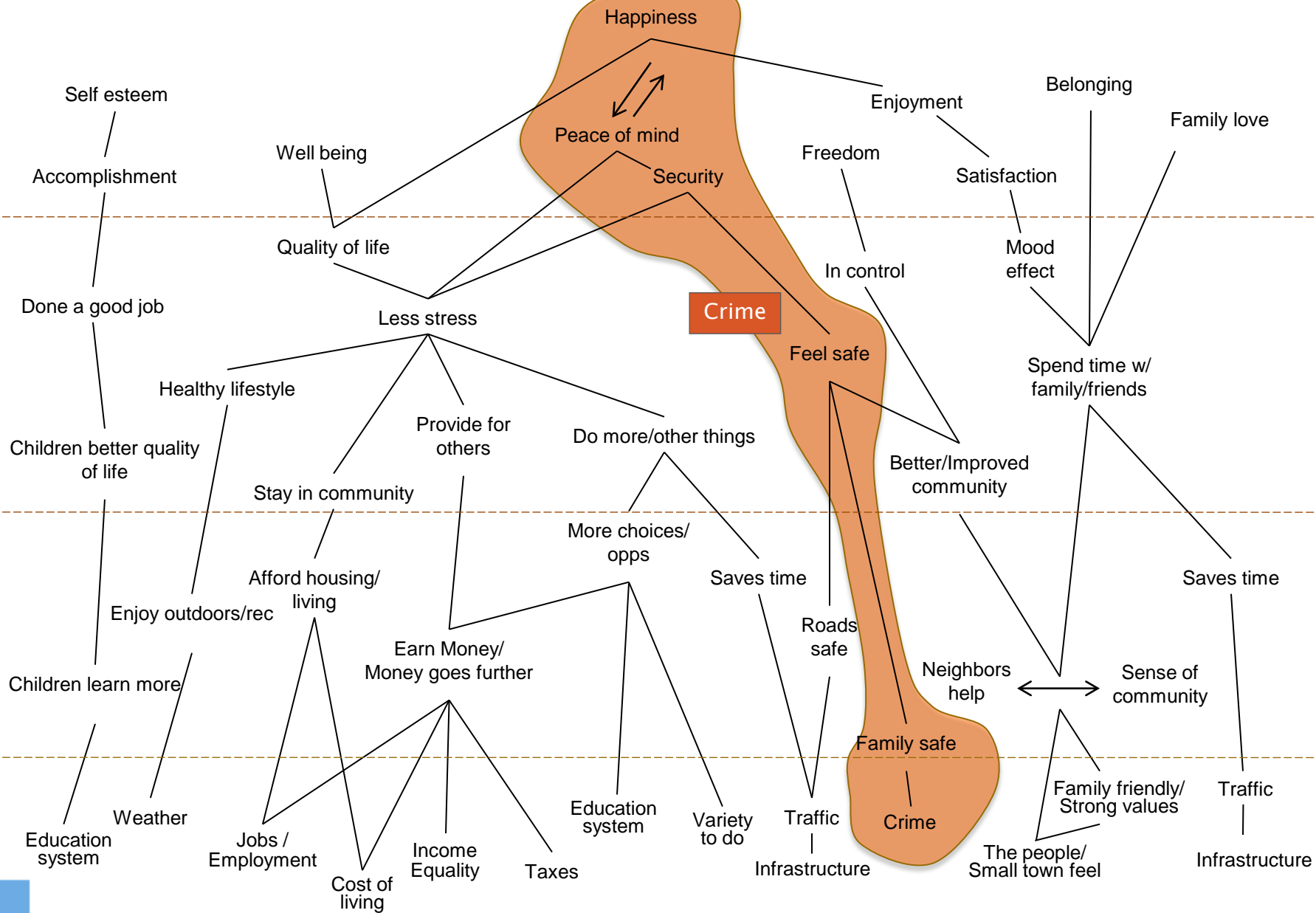
# Omaha-Council Bluffs Values: Crime (18%)

VALUES

EMOTIONS

BENEFITS

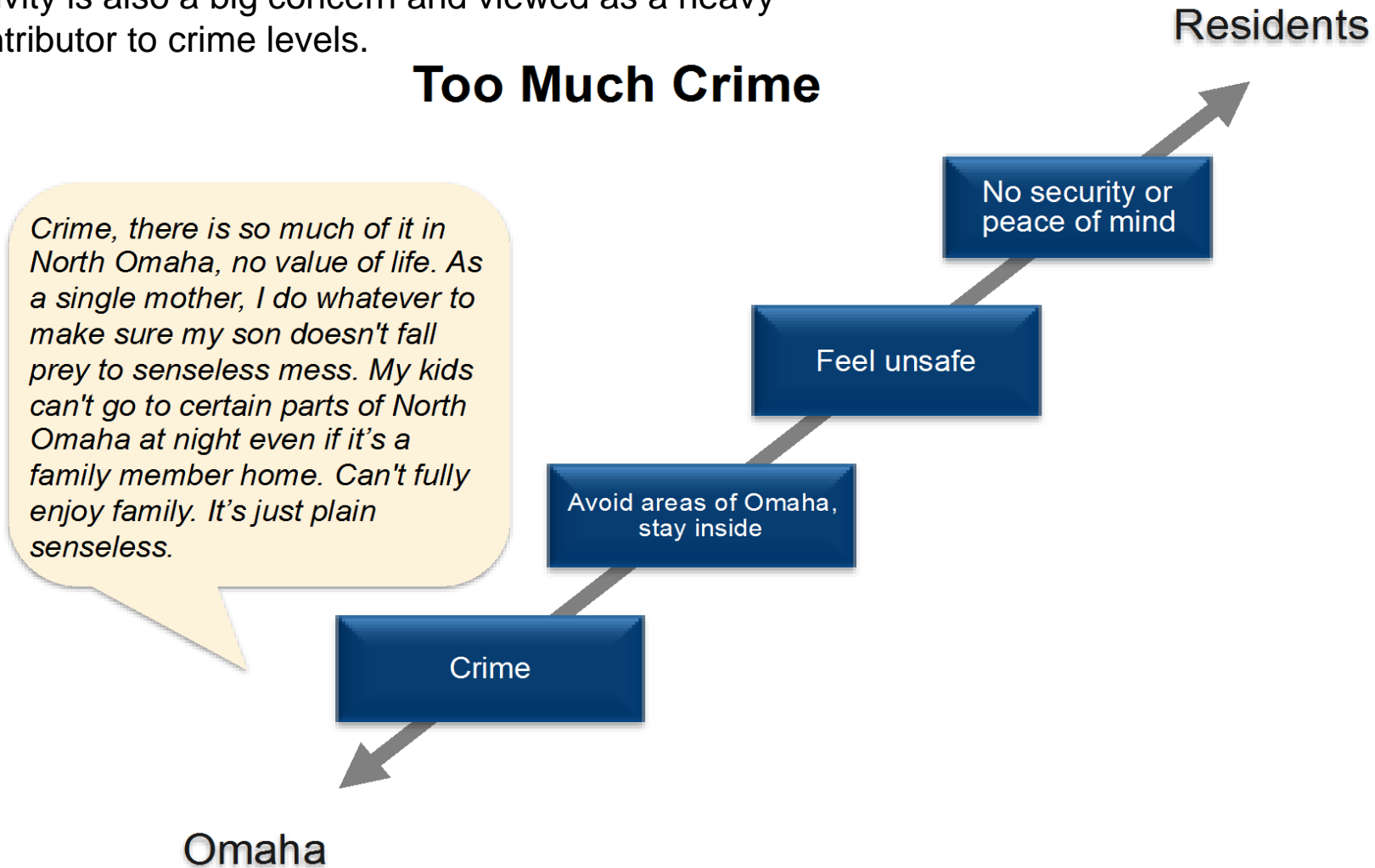
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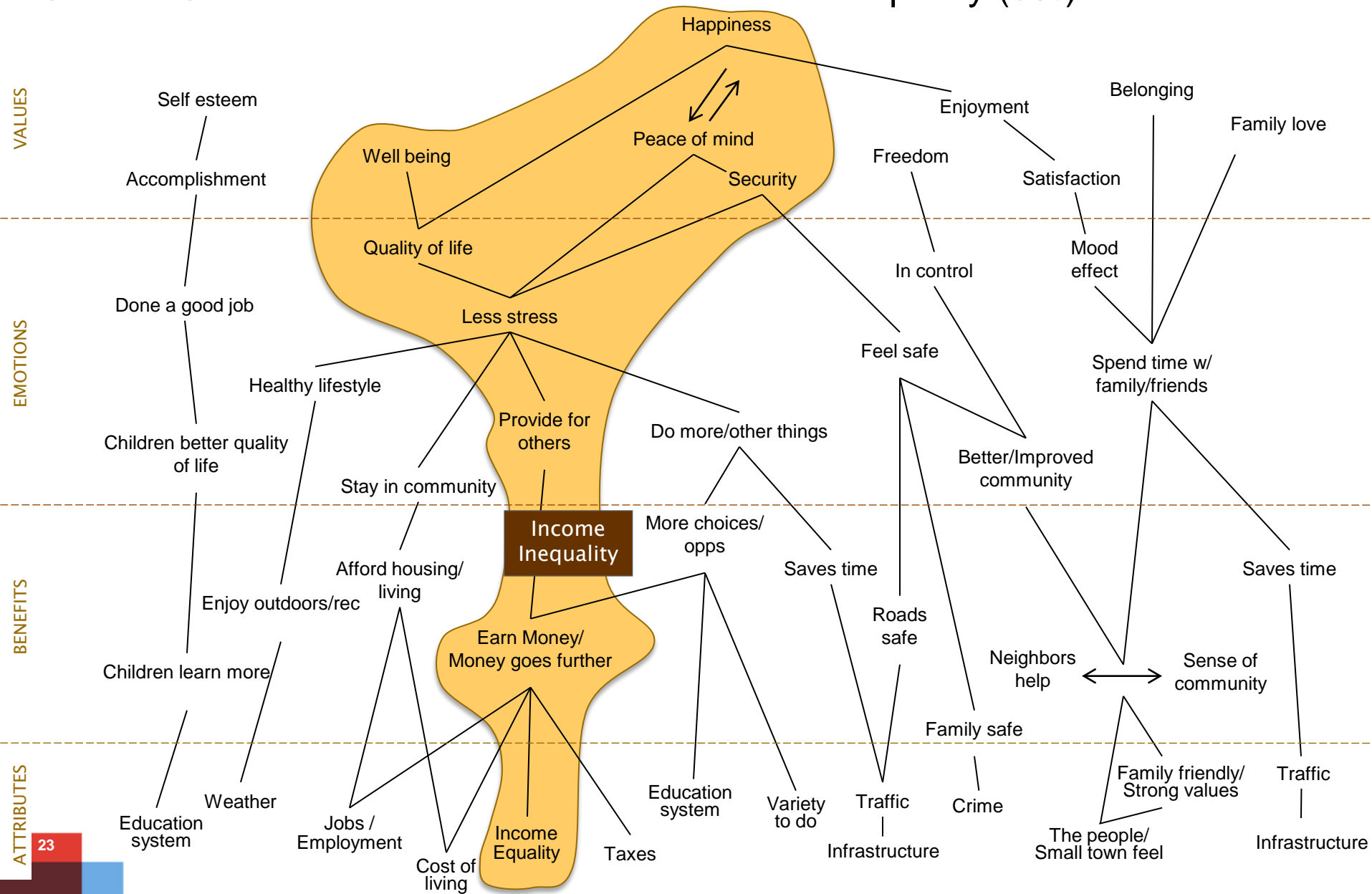
# Executive Summary

## Omaha-Council Bluffs Resident Values

- Nearly one-in-five (18%) identified crime as a major factor impacting quality of life in Omaha-Council Bluffs. Gang activity is also a big concern and viewed as a heavy contributor to crime levels.



# Omaha-Council Bluffs Values: Lack of Income Inequality (9%)



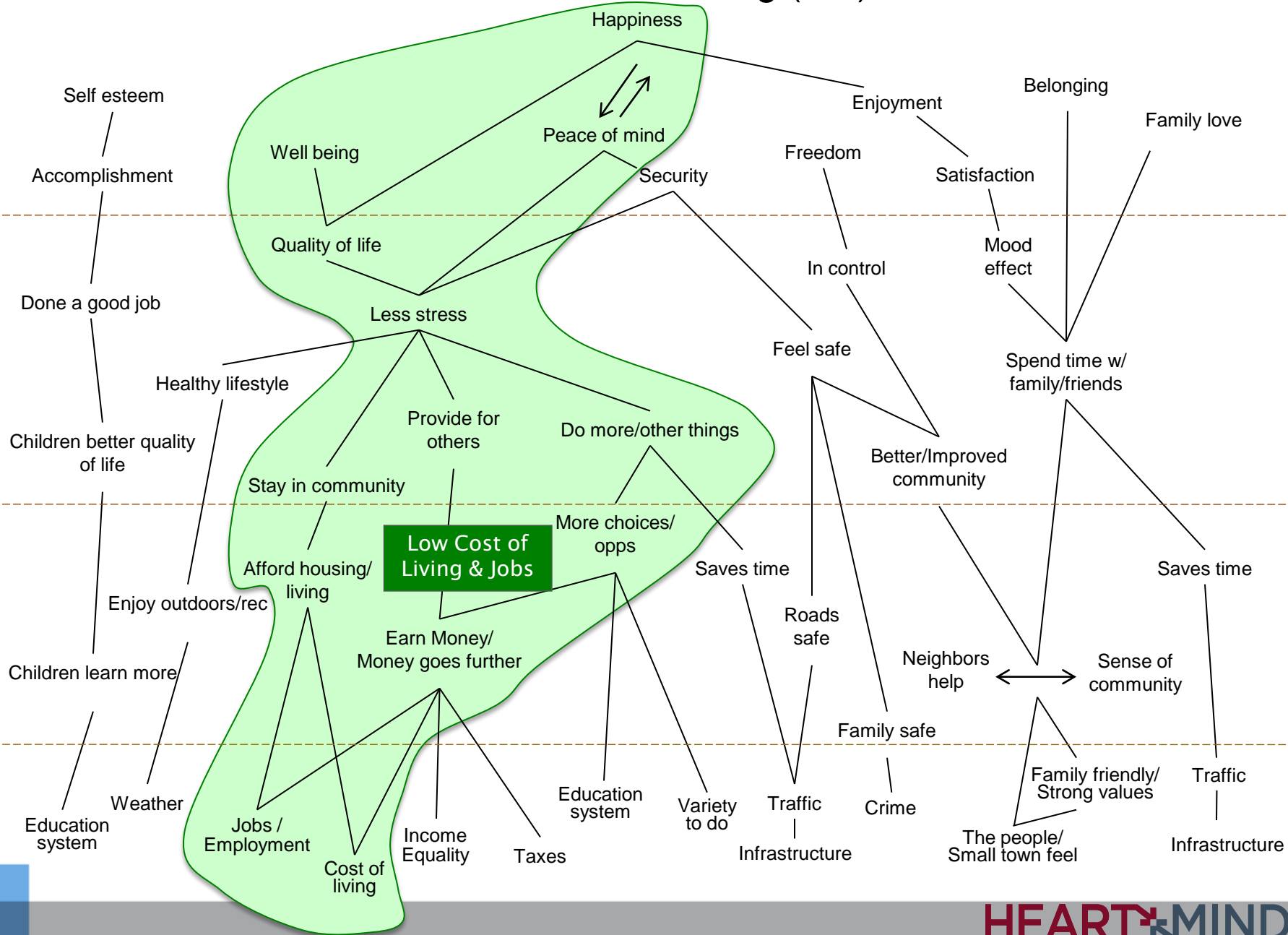
# Omaha-Council Bluffs Values: Low Cost of Living (9%)

VALUES

EMOTIONS

BENEFITS

ATTRIBUTES

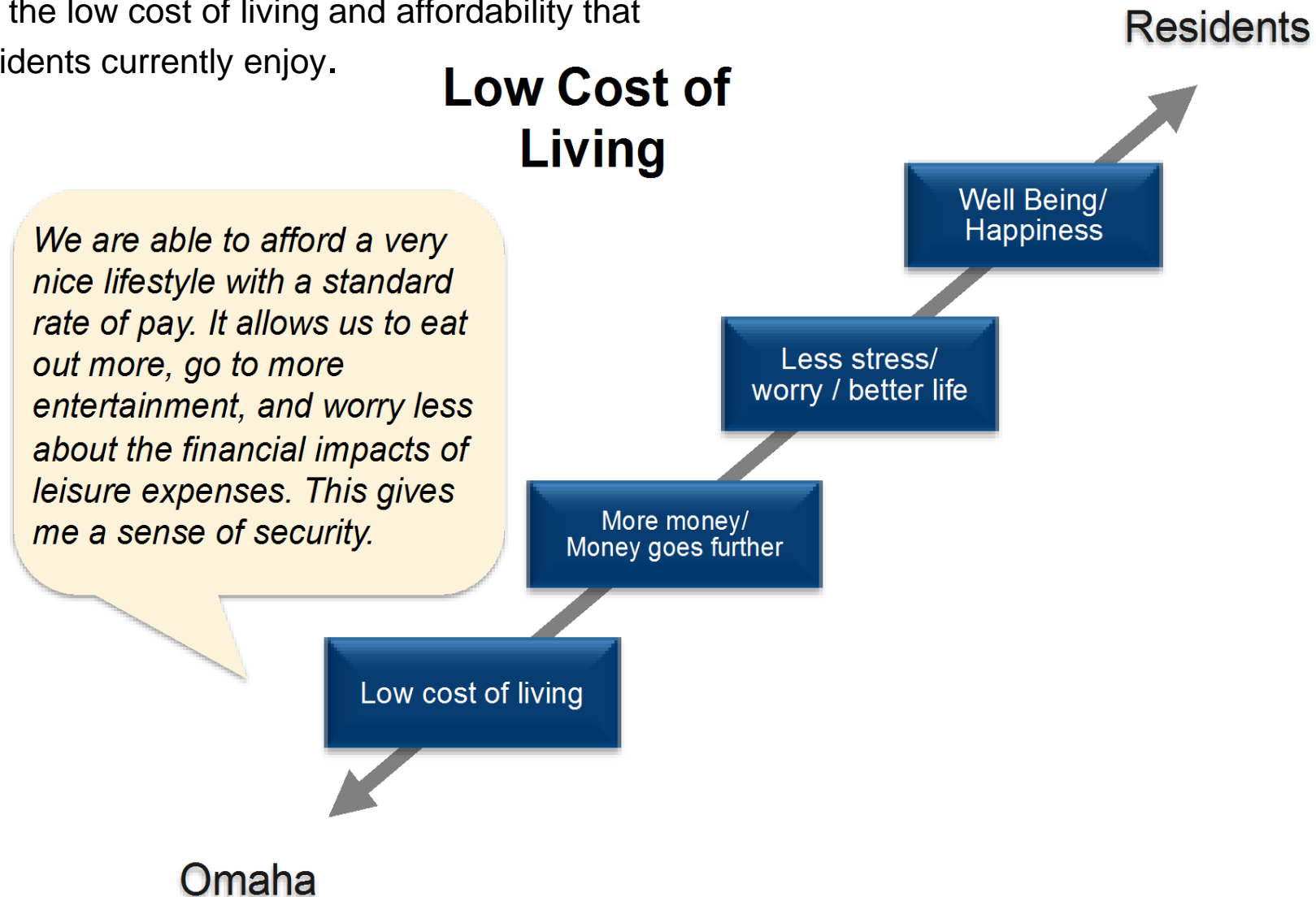




# Executive Summary

## Omaha-Council Bluffs Resident Values

- Key values to protect and promote are derived from the the low cost of living and affordability that residents currently enjoy.



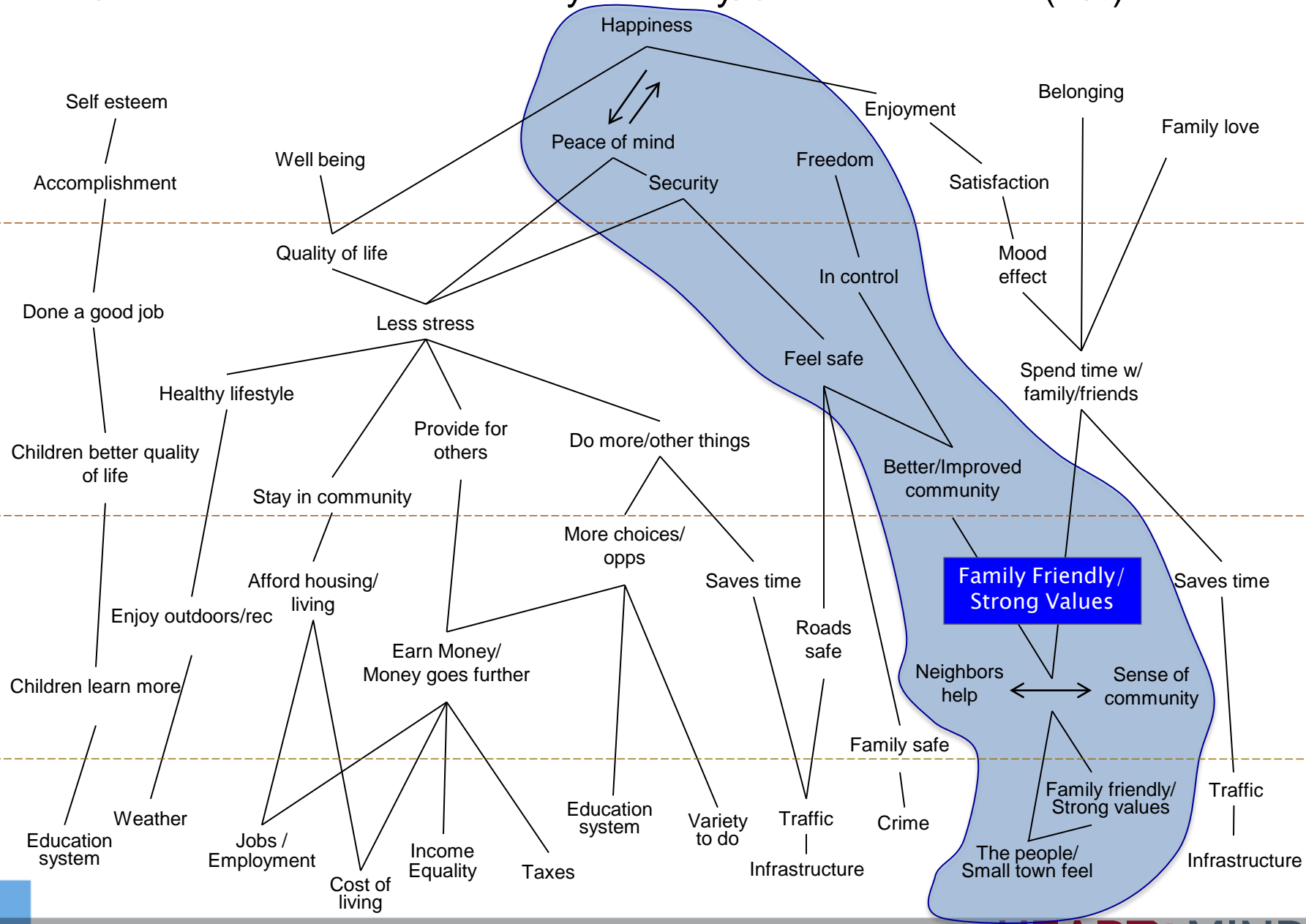
# Omaha-Council Bluffs Values: Family Friendly/Small Town Feel (7%)

VALUES

EMOTIONS

BENEFITS

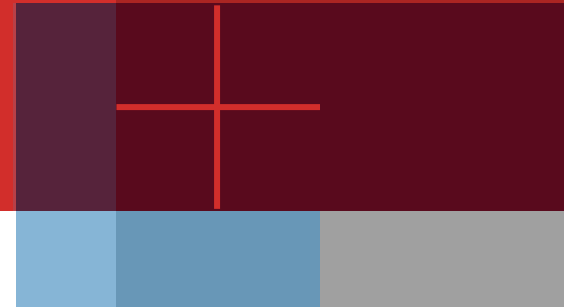
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# Future Development

Detailed Findings

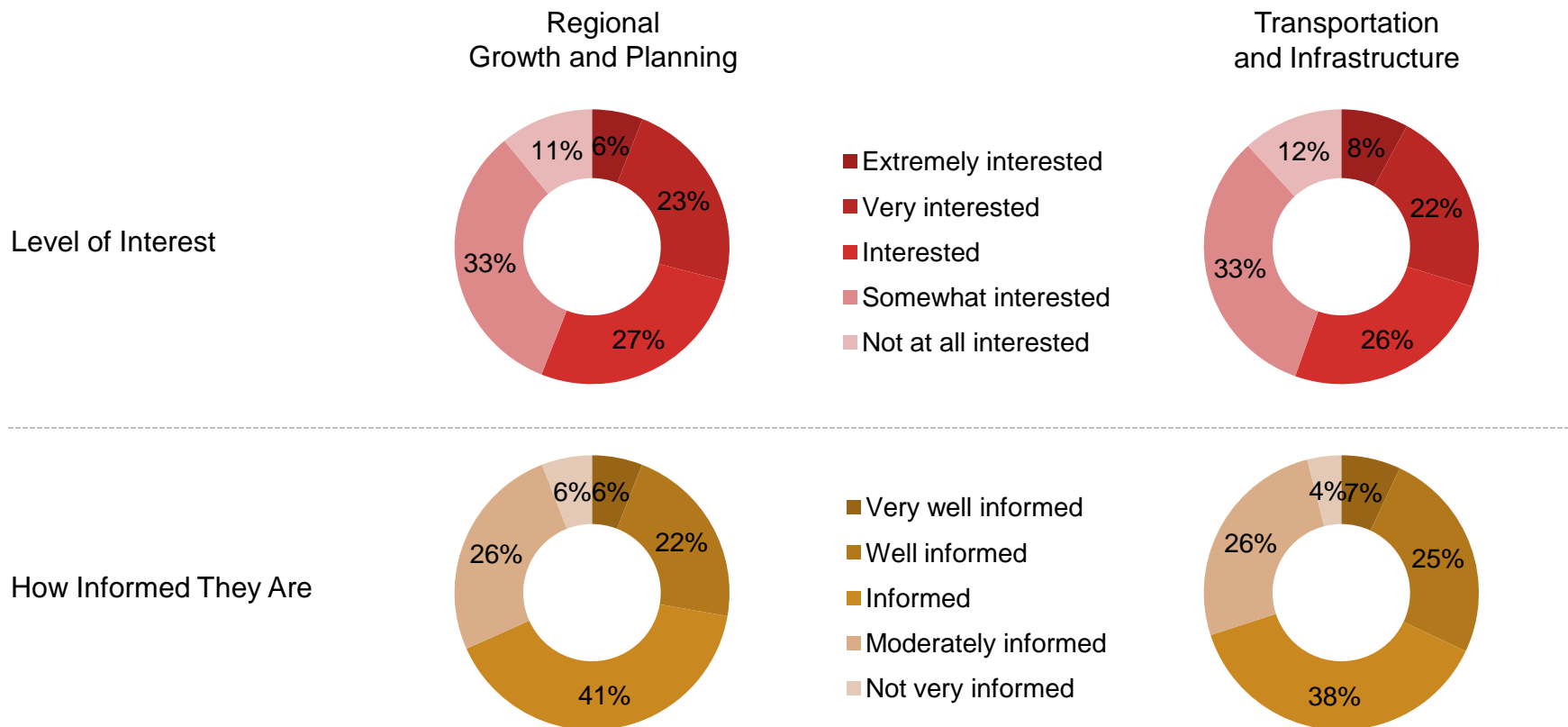


# Executive Summary

## *Attitudes About Growth*

- Omaha-Council Bluffs residents are highly interested in regional growth and feel they are able to deal with growth issues impacting the residents.
  - + Residents show great interest around issues of growth and planning. Over half are interested in regional planning and transportation and infrastructure.
  - + Similarly, nearly half (46%) feel either everyday people or the local government is best able to deal with growth issues in a way that will most positively impact residents of the Omaha-Council Bluffs region.

Over half of residents are interested in issues regarding regional growth and transportation while nearly three quarters consider themselves informed.



BASE: ALL QUALIFIED RESPONDENTS (N=400)

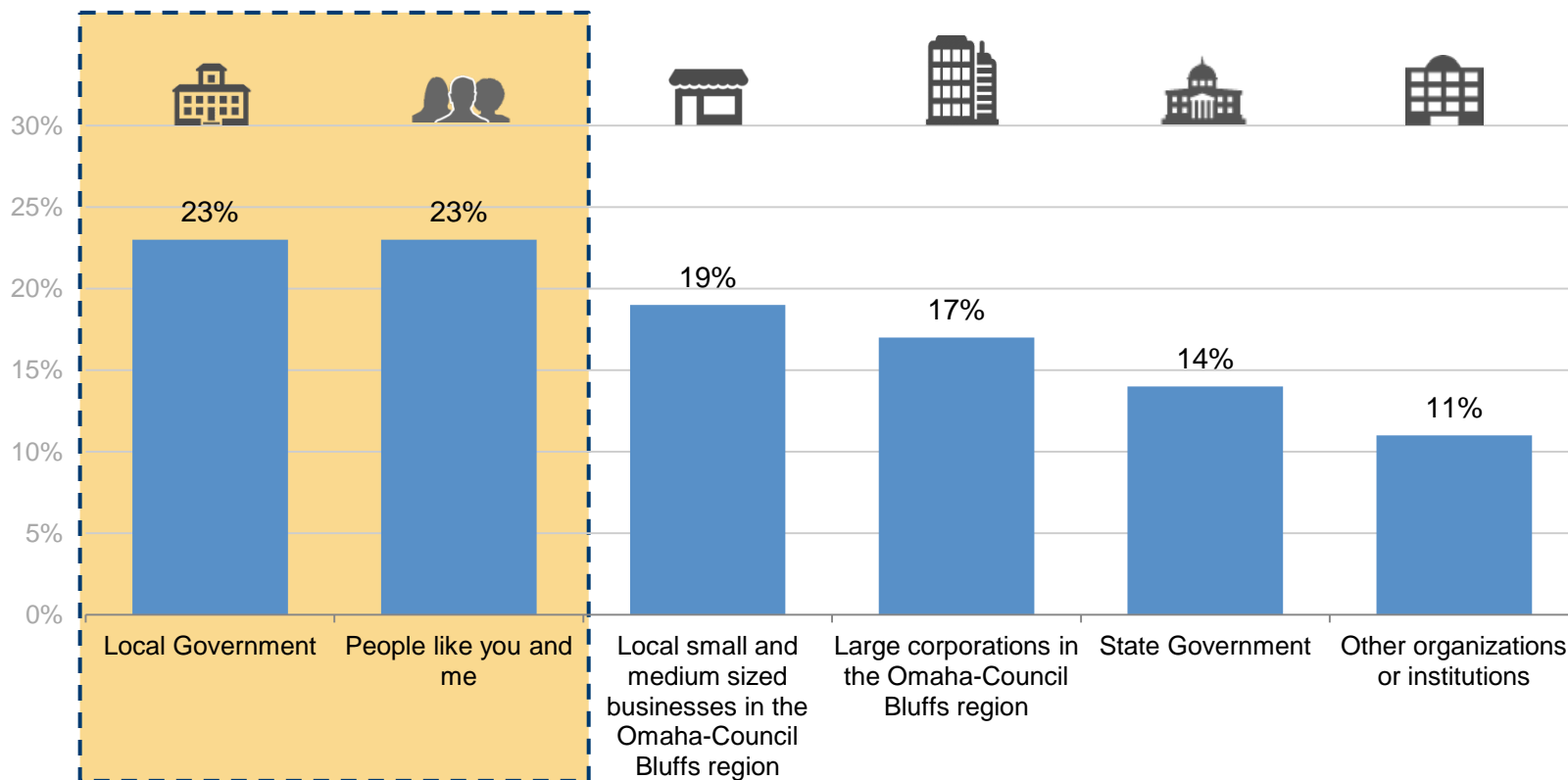
Q200 There are a lot of issues in the news, and it is hard to keep up with them every day. Here is a list of issues you may have come across in the news. For each one, please indicate how interested you are in the issue.

BASE: INTERESTED IN GROWTH OR INFRASTRUCTURE (N=141)

Q210 Now please review this list again. How informed are you about each issue?

Local government and everyday people are viewed as most able to deal with growth issues to make a positive impact.

**Entity Most Able to Deal with Issues that Impact the Residents –  
Top 2 Box (Rated 9/10 on 10 pt. scale)**



BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q560. In your opinion, who can best deal with growth issues in a way that will have the most positive impact on residents of the Omaha-Council Bluffs region?

Please use a scale from 1 to 10 where 10 means "Best able to deal with issues that impact the residents" and 1 means "Least able to deal with issues that impact the residents".

# Executive Summary

## *Preferred Growth Strategies*

- Growth strategies focused on improving existing areas are preferred among residents.
  - + When it comes to growth strategies, residents want jobs and shopping located close to living areas, a range of housing types to meet their needs, and new growth located in existing towns.
  - + Specifically, improvements to base infrastructure, affordable housing, and revitalized neighborhoods are of most importance for future growth.
  - + Nearly seven in ten residents believe infill of existing areas should take priority over development of new areas.
    - + An infill strategy is most strongly embraced by younger residents as 74% of 18-34 year olds prefer development in existing areas.

Region residents prefer growth strategies focused on centralizing jobs and shopping close to residence, encouraging a range of housing options and infusing existing cities and towns.

Agreement with Growth Strategies	% Agree
Locating new jobs and shopping close to where people live	81%
Encourage a range of housing options that meet the needs and budgets of residents*	81%
Locating new growth in the existing cities and towns	80%
Invest in new roadways and road improvements	78%
Investing in areas of poverty to reduce crime	75%
Making it convenient to walk or bike to neighborhood stores, businesses, and schools	75%
Reinvesting in the Region's Main Streets and Downtowns	68%
Providing more public transportation options	62%
Locate new growth along major transportation corridors (i.e. I-80/I-29, Dodge Street, etc.)	61%

\* Iowa residents more strongly agree with strategy encouraging range of housing options (94%)

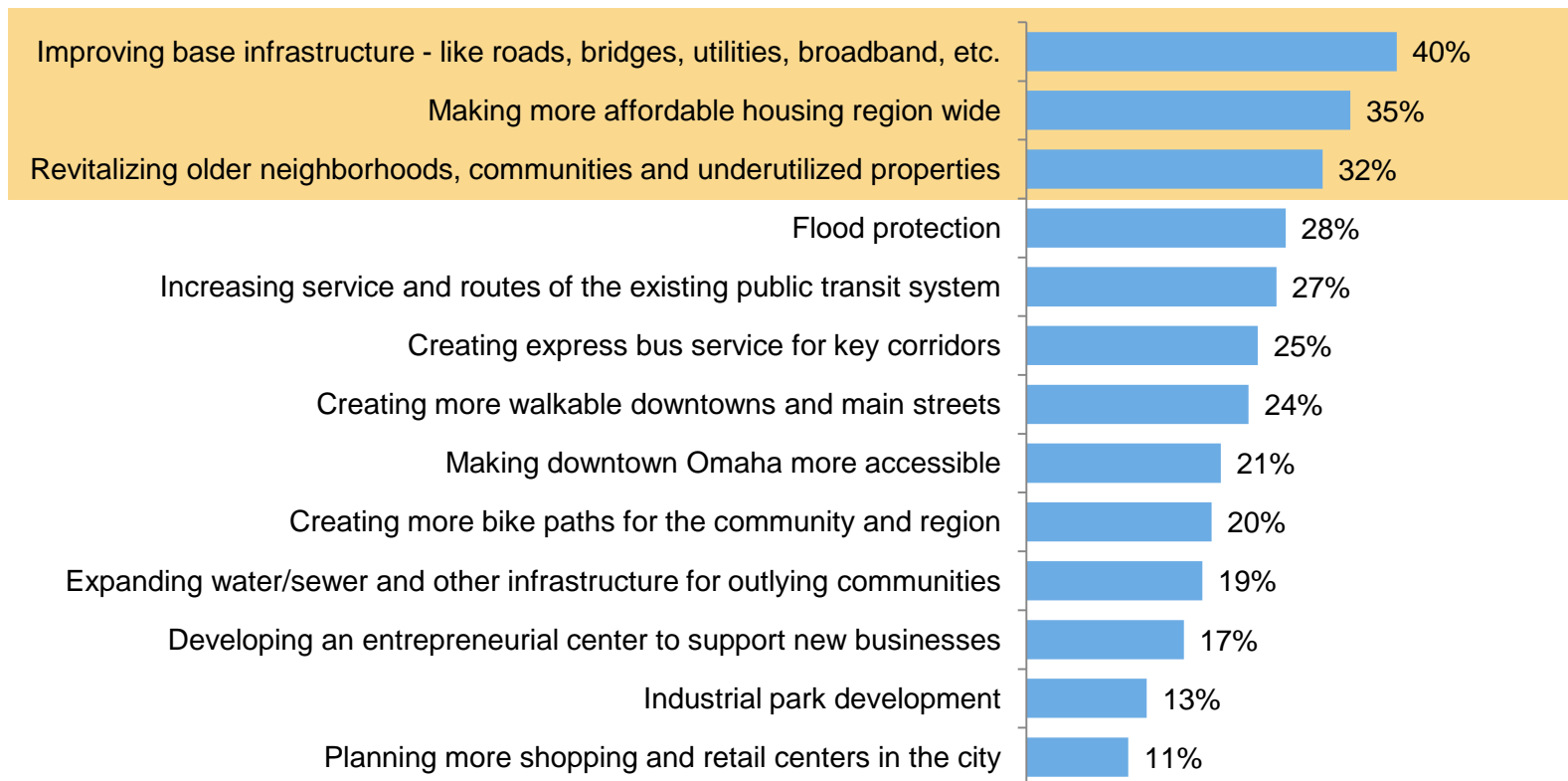
BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q760 How much do you agree or disagree with the following growth strategies for the Omaha-Council Bluffs region? Please note that these strategies are not mutually exclusive.



# Making improvements to existing elements, such as infrastructure and communities, is important for future growth in the region.

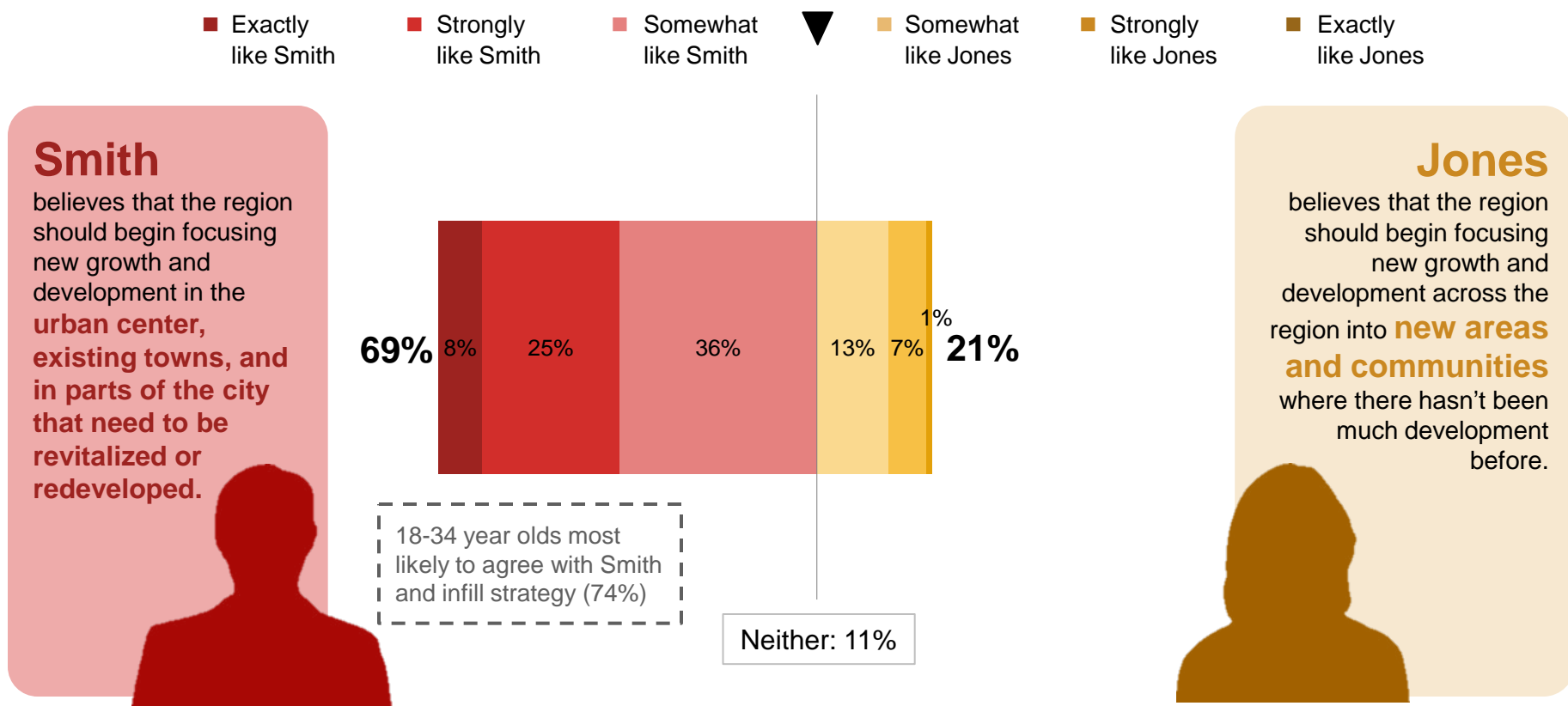
## Top 2 Box Importance (Rated 9/10 on 10 pt. scale)



BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q765. Thinking about the projects, renovations, new elements, or considerations for future growth and development of the Omaha-Council Bluffs region, please tell me how important each of the following is for the region. Please use a scale where a 1 means "not at all important" and a 10 means "extremely important."

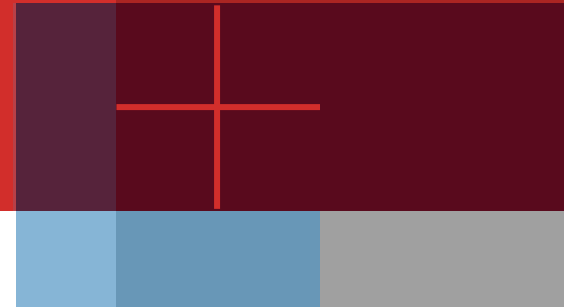
# Three times as many residents prefer infill of existing areas over new growth in outlying communities.





# Ideal Community

Detailed Findings



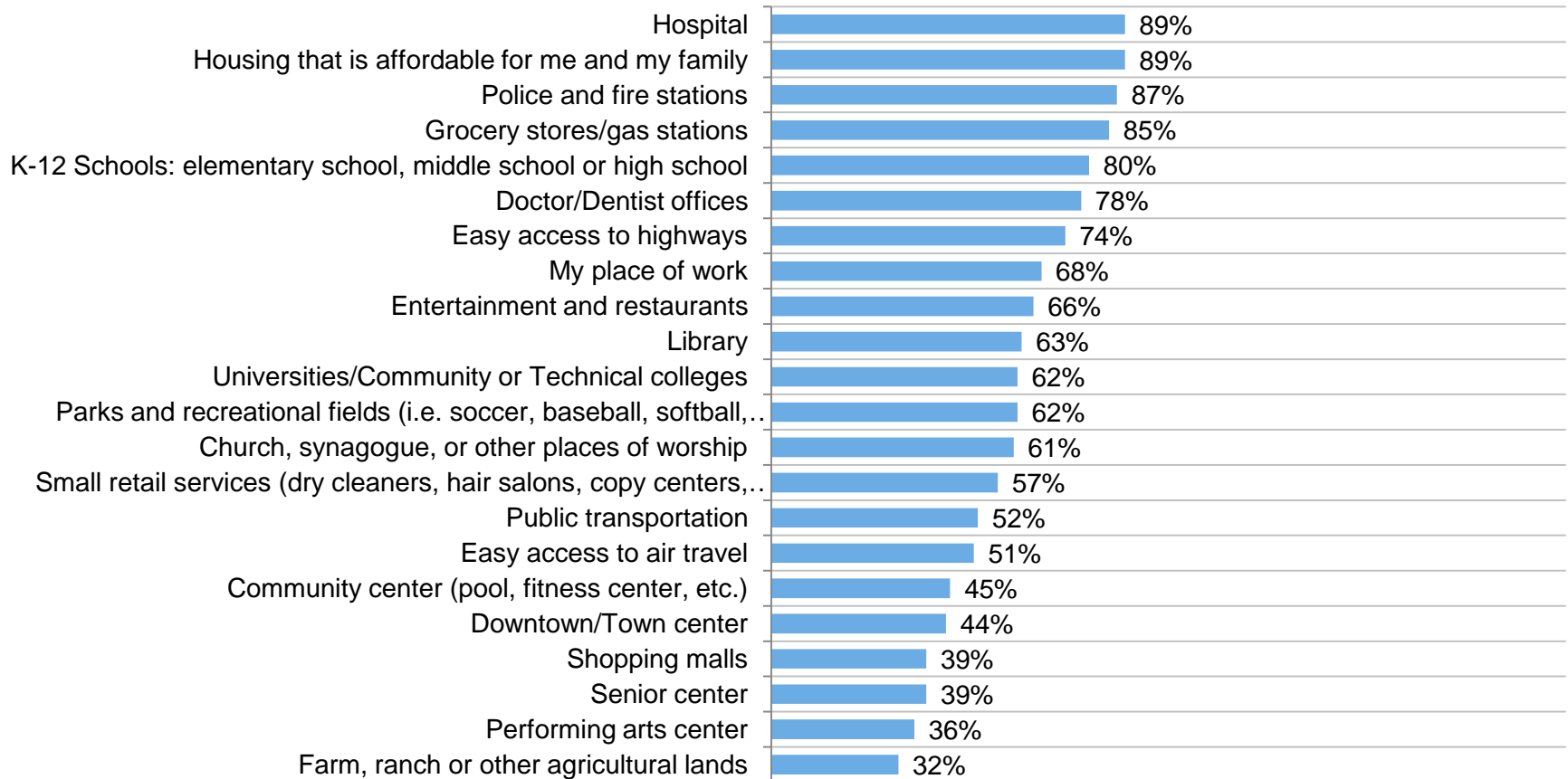
# Executive Summary

## *Ideal Community*

- An ideal community includes close proximity to areas of greatest importance, usually involving health and safety.
  - + Hospitals, affordable housing, police and fire stations, grocery stores/gas stations and schools are most essential. All would ideally be located within a 10 minute drive.
    - + Though less important, access to highways, places of worship, and doctors/dentist offices are also preferred to be located within a ten minute drive.
  - + Though public transportation is viewed as somewhat lower importance in terms of essentials, residents prefer it be located within walking distance of living areas.

# Safety and health amenities such as hospitals, police and fire and fire stations are of essential importance to residents.

## Summary of Top 2 Box (Absolutely Essential/Very Important)








BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q600. Please imagine your own ideal community and indicate how important it would be to you to have each of the following in your "ideal community".  
(Absolutely essential, Very important, Fairly important, Somewhat important, Not at all important)

Q605 Thinking about a similar list of items and your ideal community, please indicate the distance you would prefer to have between the place you live and each of the following.

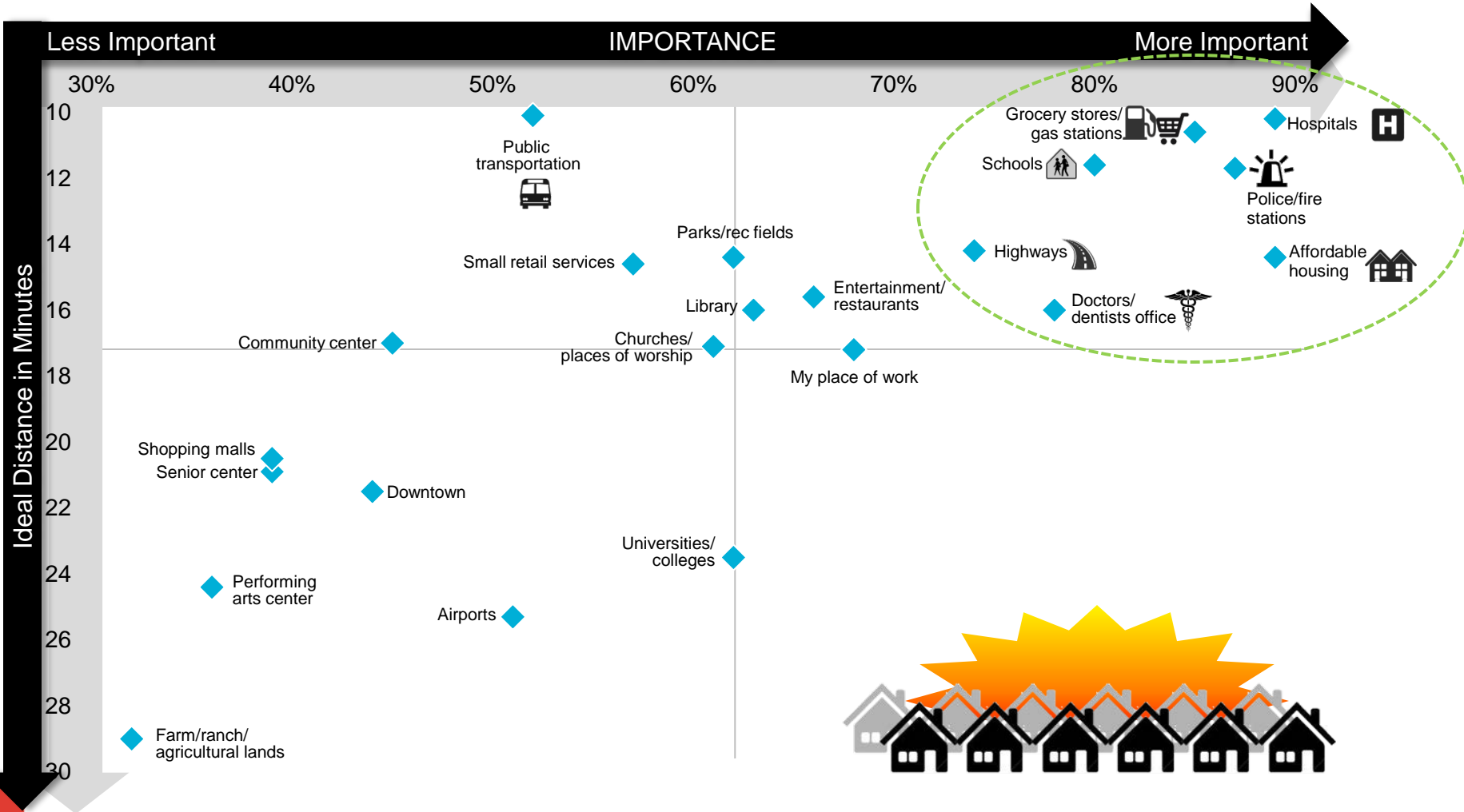
Public transportation is preferred within walking distance while a 10-20 min. drive is acceptable for most other amenities.

	<b>Walking Distance</b>	Public transportation	44%
		Housing	36%
	<b>Less than 10 Min. Drive</b>	Police/fire stations	62%
		Grocery stores/gas stations	62%
		Highways	60%
		Hospitals	54%
		Small retail services	49%
		Schools	43%
		Church	37%
	<b>10-20 Min. Drive</b>	Shopping malls	52%
		Doctor/dentist offices	48%
		Workplace	44%
		Downtown	44%
		Entertainment and restaurants	42%
		Community Center	40%
		Library	39%
		Senior center	39%
		Universities/colleges	39%
		Hospitals	37%
		Parks/recreational fields	34%

	<b>20-30 Min. Drive</b>	Airports	41%
		Performing arts	37%
	<b>30+ Min. Drive</b>	Farm/ranch lands	37%



Residents prefer to have hospitals, grocery, police, and schools close by as these are all locations of importance.





# > Scenario Testing

Detailed Findings



# Executive Summary

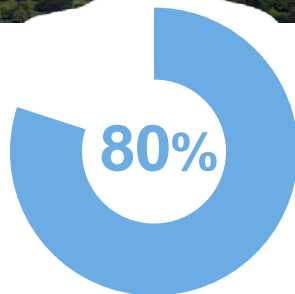
## *Preferred Scenario*

■ The scenario locating jobs near communities to reduce long commutes is most favored of the options presented.

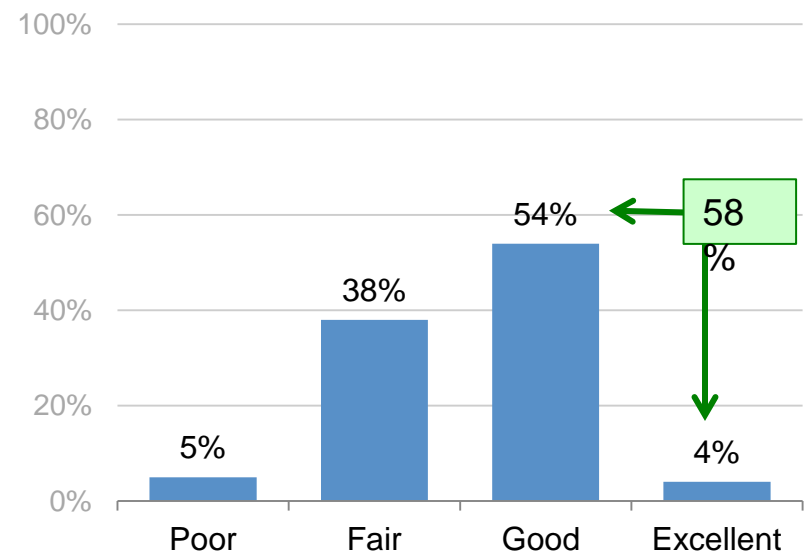
- + Nearly all residents (80%) view having a plan for regional growth as important.
- + More than half believe the region has done an “excellent” or “good” job in preparing for growth.

Nearly all believe having a plan for regional growth in the region is important. More than half feel the Omaha-Council Bluffs region has preformed 'good' or 'excellent' in this area.

**Importance of Having a Vision or a Long Range Plan for Growth in the Region – Top 2 Box (Extremely/Very Important)**



**Performance Rating of Omaha-Council Bluffs Region on Planning and Preparing for Growth**



BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q800. How important is it that Omaha-Council Bluffs region have a vision or a long range plan for growth in the region?

Q805. How would you rate the performance of Omaha-Council Bluffs region when it comes to planning and preparing for growth in the region?

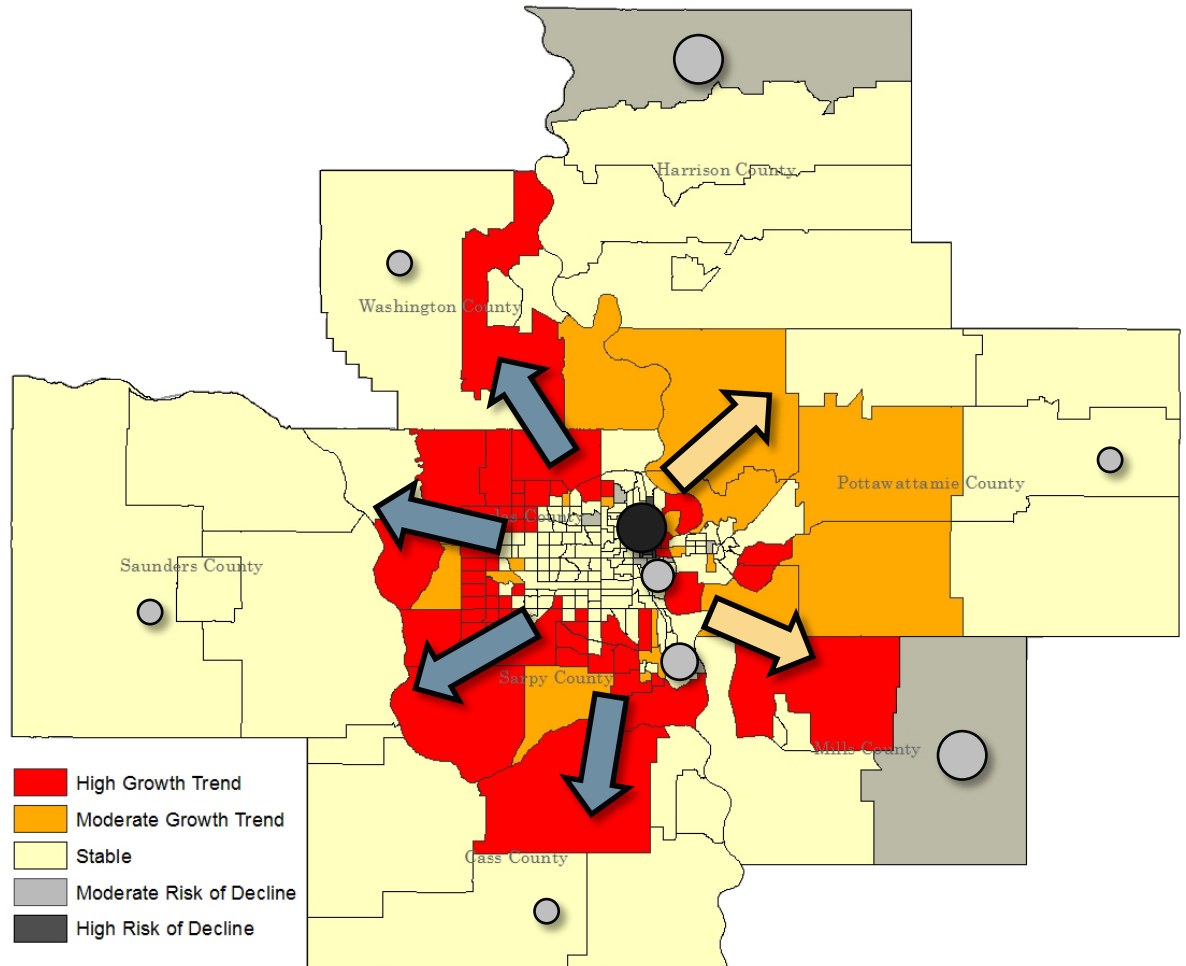
# Executive Summary

## *Preferred Scenario*

- Respondents were presented with four possible scenario options:
  - + Scenario A (*Trend*): Westward expansion
  - + Scenario B (*Heartland Workshop*): Highest growth in Omaha and Council Bluffs with new growth in existing urban and suburban areas
  - + Scenario C (*Urban Focus*): Population and employment growth focused in the core
  - + Scenario D (*Main Streets*): New jobs located near communities to reduce long commutes and revitalize existing neighborhoods
- + Among the four scenarios presented, Scenarios B, C, and D were all rated highly.
- + However, when forced to select one option, Scenario D, focused around infill and redevelopment, emerged as a clear winner with 42% deeming it the best option for the region.

# Scenario A

In Scenario A, we will continue to grow and decline much the same as we have in the recent past. **Areas of the urban core will continue to lose population, as westward expansion continues** in Douglas and Sarpy counties.



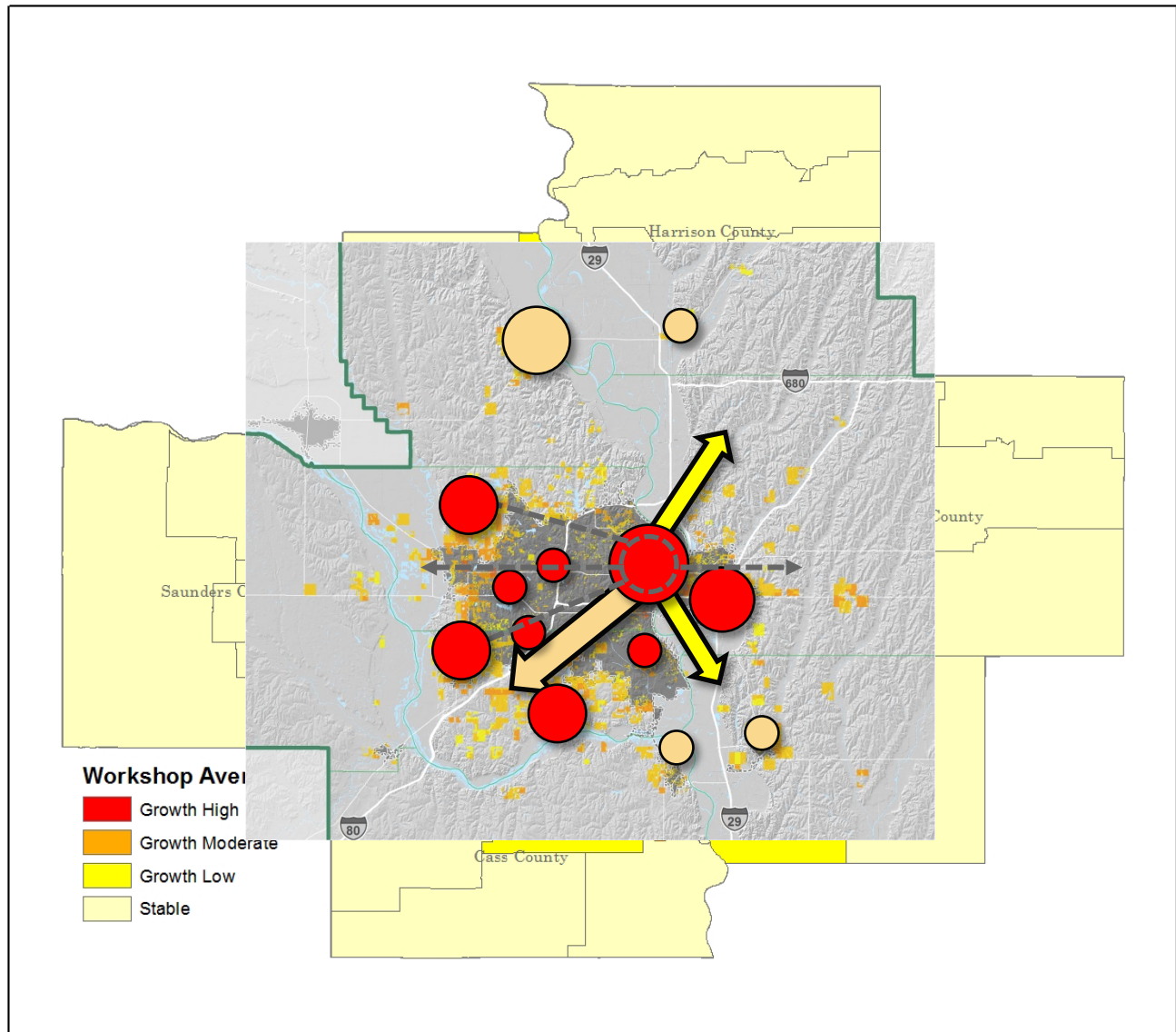
BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q810. Please read the four scenarios presented below. To what degree do you feel this represents the best option for the Omaha Council-Bluffs region?

Q815. Of the four options presented, which **one** do you feel represents the best option for the Omaha Council-Bluffs region?

# Scenario B

In scenario B, the **highest growth occurs in central Omaha and Council Bluffs**, and **over 40% of new growth takes place in existing urban and suburban areas**, making efficient use of road and water infrastructure.



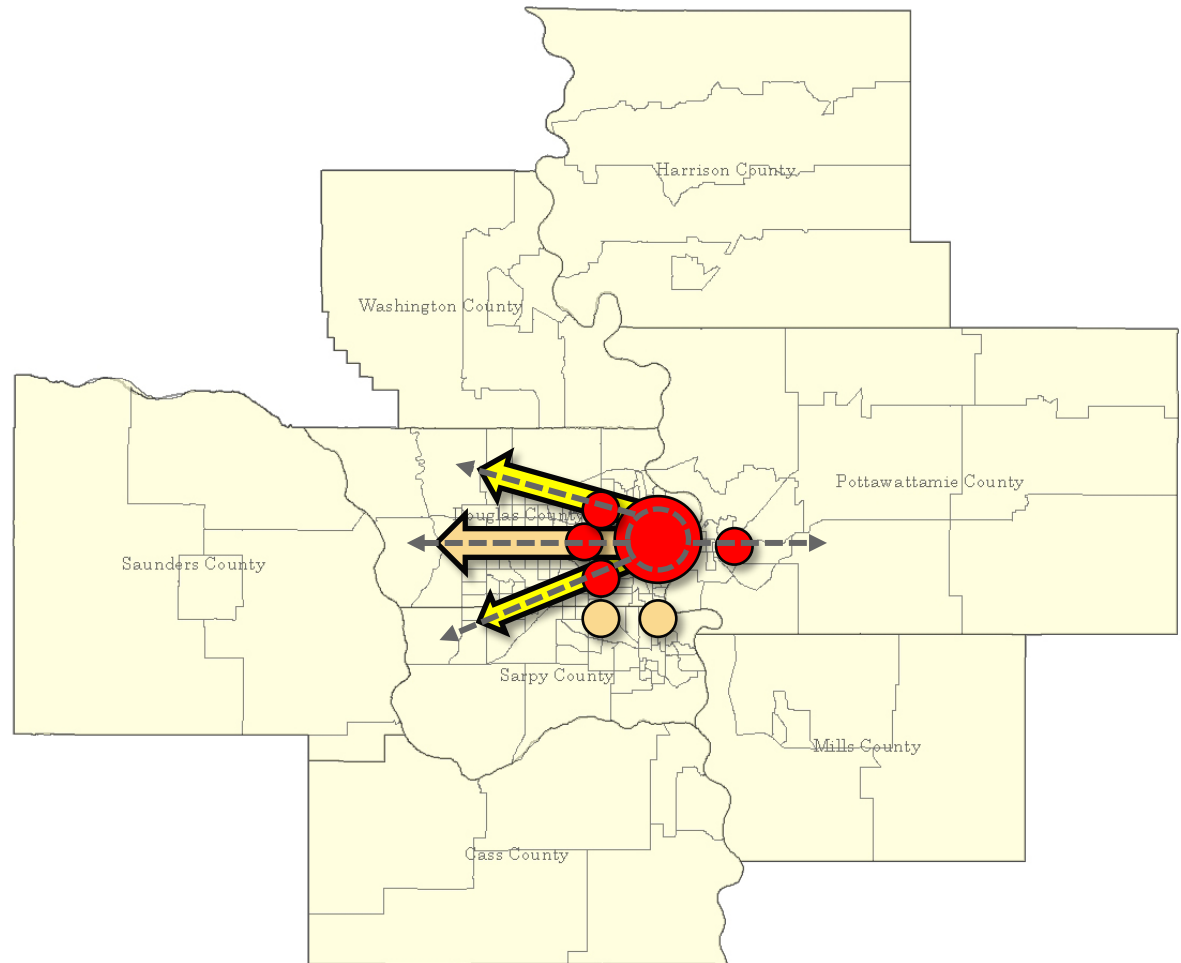
BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q810. Please read the four scenarios presented below. To what degree do you feel this represents the best option for the Omaha Council-Bluffs region?

Q815. Of the four options presented, which **one** do you feel represents the best option for the Omaha Council-Bluffs region?

## Scenario C

In Scenario C, **population and employment growth are focused in the core, revitalizing North, South and Midtown Omaha and Council Bluffs.** Sarpy County and western Douglas County see some moderate growth. The region makes significant transit investment to serve the bustling central city.



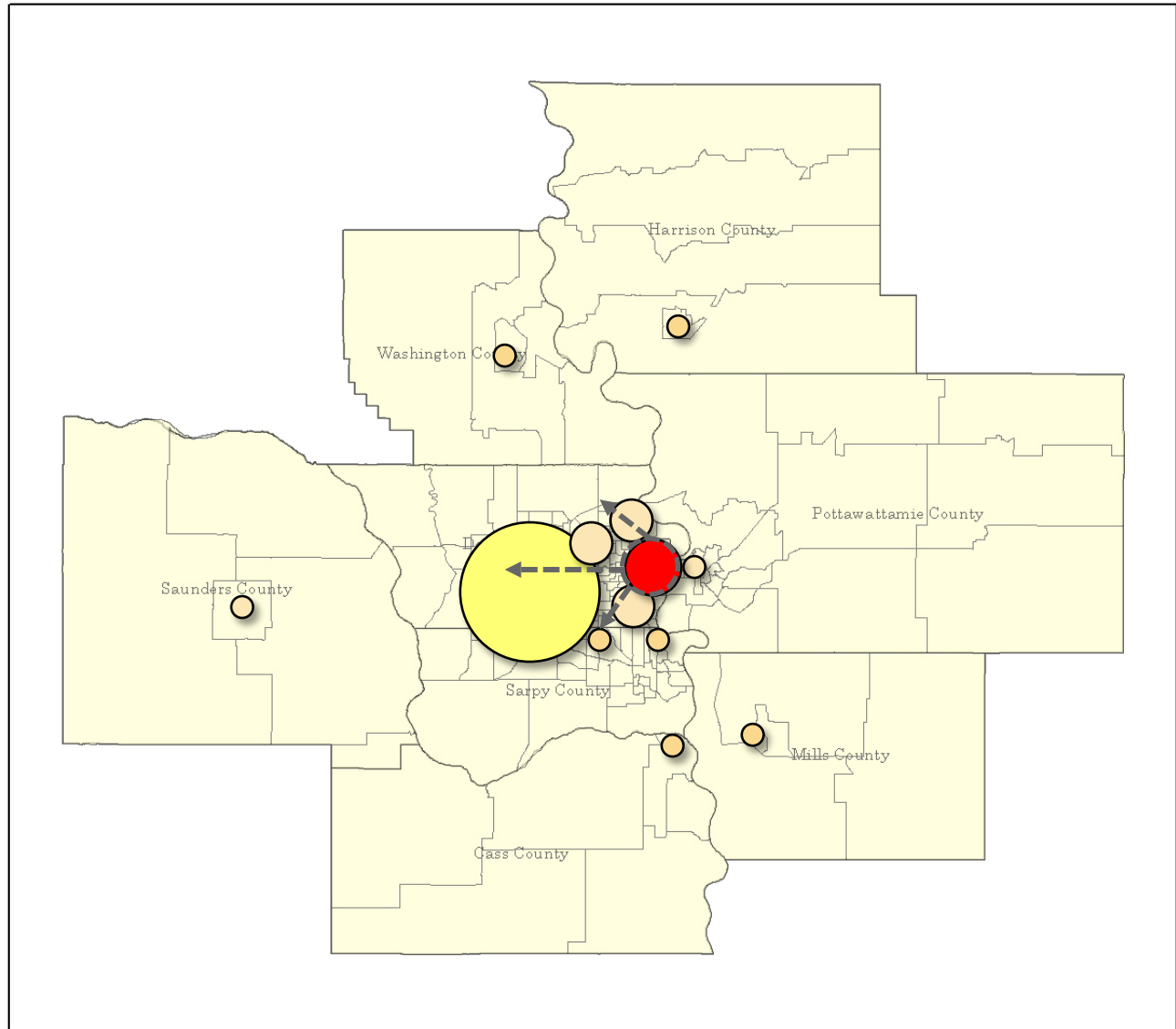
BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q810. Please read the four scenarios presented below. To what degree do you feel this represents the best option for the Omaha Council-Bluffs region?

Q815. Of the four options presented, which **one** do you feel represents the best option for the Omaha Council-Bluffs region?

# Scenario D

In Scenario D, **new jobs are located near urban, suburban and rural communities to reduce long commutes and revitalize existing neighborhoods and towns.** Infill and redevelopment help to build walkable communities and main streets across the region.

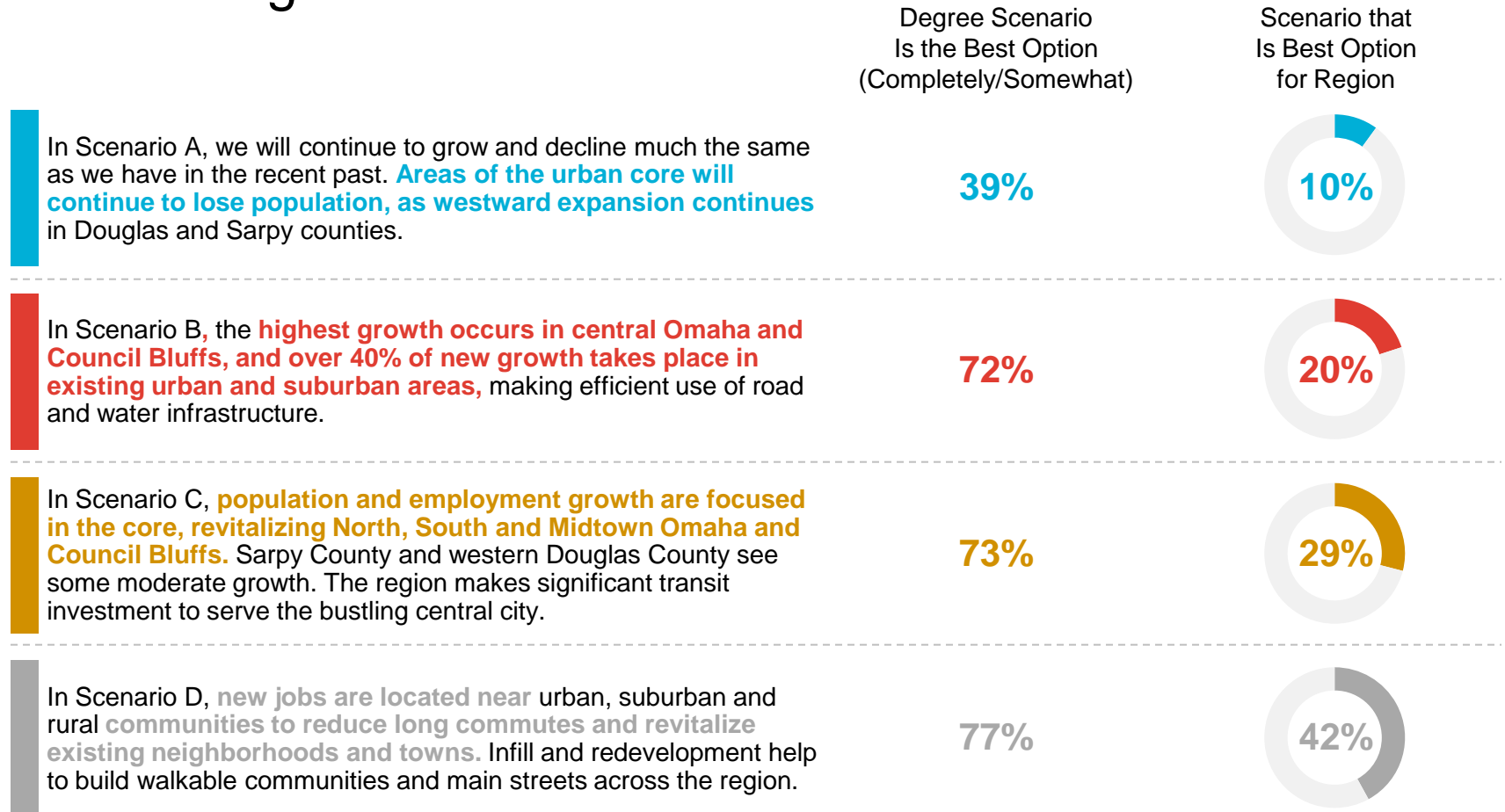


BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q810. Please read the four scenarios presented below. To what degree do you feel this represents the best option for the Omaha Council-Bluffs region?

Q815. Of the four options presented, which **one** do you feel represents the best option for the Omaha Council-Bluffs region?

Though scenarios B, C, and D are all rated highly, when forced to choose only one, Scenario D is most preferred for the region.



BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q810. Please read the four scenarios presented below. To what degree do you feel this represents the best option for the Omaha Council-Bluffs region?

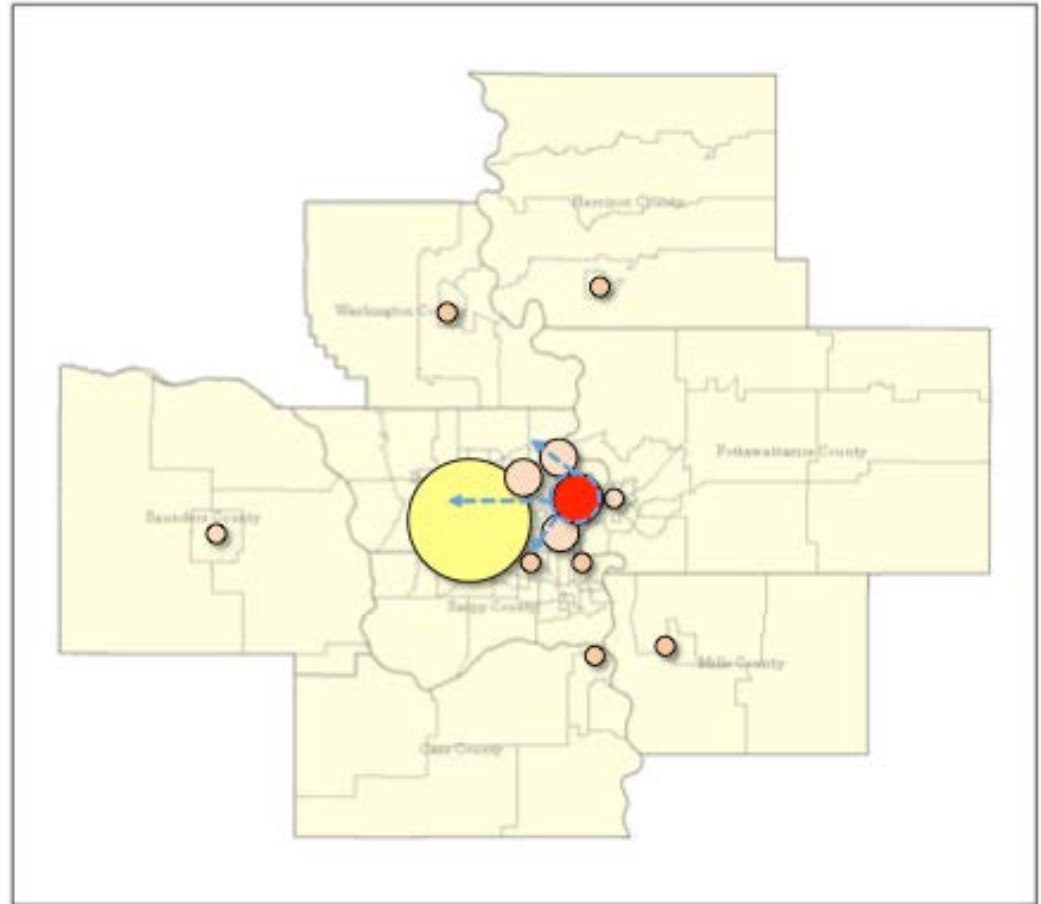
Q815. Of the four options presented, which **one** do you feel represents the best option for the Omaha Council-Bluffs region?



# The strategy focused on infill, redevelopment and the reduction of long commutes renders the strongest support.

In Scenario D, **new jobs are located near** urban, suburban and rural **communities to reduce long commutes and revitalize existing neighborhoods and towns.** Infill and redevelopment help to build walkable communities and main streets across the region.

Sarpy County residents (54%) and higher income \$100K+ (49%) more likely to view Scenario D as best option.



BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q810. Please read the four scenarios presented below. To what degree do you feel this represents the best option for the Omaha Council-Bluffs region?

Q815. Of the four options presented, which **one** do you feel represents the best option for the Omaha Council-Bluffs region?



# > Transportation

Detailed Findings

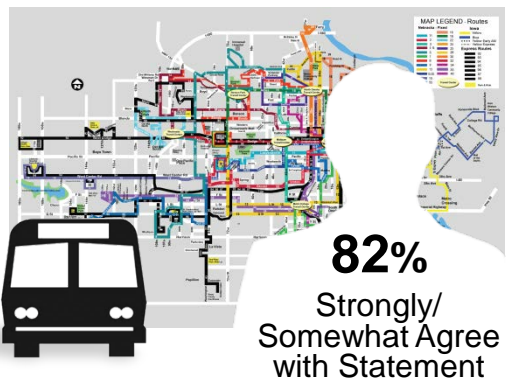
# Executive Summary

## *Support For Public Transportation Spending*

- In terms of transportation, a majority believe investing in regional transportation is an important priority.
  - + Seven in ten (71%) support allocation of local tax dollars towards public transportation.
  - + Still, most believe the level of spending for public transportation services should stay the same (40%) or increase only somewhat (39%).

While most agree that investing in regional transportation is important, a majority believe funds allocated for public transportation should be kept the same or increased only somewhat.

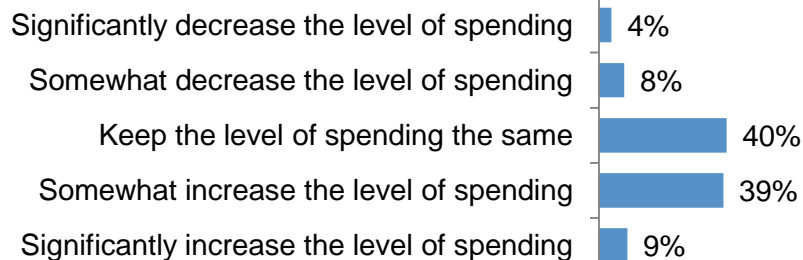
**“Investing in regional transportation is an important priority for our region.”**



### Support or Oppose Allocation of Local Tax Dollars Toward Public Transportation Services



### Level of Spending that Should Be Allocated for Public Transportation Services



BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q920. To what extent do you agree with the statement: Investing in regional transportation is an important priority for our region?

Q930. Thinking about just one part of the transportation picture... Do you support or oppose the allocation of your local tax dollars toward the expansion and improvement of public transportation services in your community?

Q935. Thinking about your own local public transportation, what level of spending do you believe should be allocated for the improvement of public transportation services and access for the local system where you live?

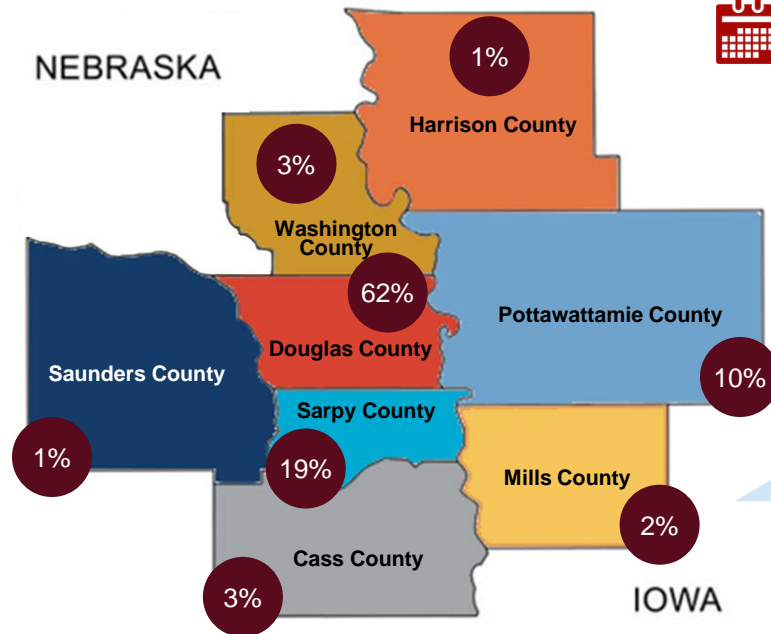


# Resident Profiles

Demographics



# Resident Profile



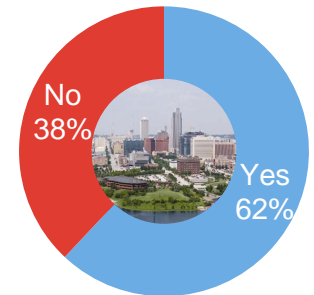
## Omaha-Council Bluffs Region



### No. of Years Lived in Region

Less than 1 year	2%
1-5 years	12%
6-10 years	13%
11-15 years	8%
Greater than 15 years	65%

### Lived in Region for Majority of Their Lives



### Type of Home Currently Live In

Detached single family home with a small yard	11%
Detached single family home with a medium yard	41%
Detached single family home with a large yard	24%
An attached town home	4%
Duplex	1%
A condominium unit	3%
A rental apartment unit	14%
Mobile home on a large lot	-
Mobile home	-
Other	2%
Decline to answer	1%

### Currently Own or Rent Home

Own	74%
Rent	25%
Decline to answer	1%

# Resident Profile



## Gender

Male	44%
Female	56%



## Ethnic Background

Hispanic	6%
White, non-Hispanic	87%
Black, non-Hispanic	4%
Asian, non-Hispanic	1%
American Indian or Alaskan Native, non-Hispanic	-
Native Hawaiian or Other Pacific Islander, non-Hispanic	-
Multi-race, non-Hispanic	1%
All other, non-Hispanic	1%



## Marital Status

Single, never married	18%
Married	66%
Divorced	8%
Separated	-
Widow/Widower	2%
Living with partner	5%
Don't know / Not sure	-
Decline to answer	1%



## Education

Less than high school	-
Some high school	1%
High school graduate	11%
Some college, but no degree	25%
Associate's Degree	10%
Bachelor's degree	34%
Master's degree	15%
Professional degree	2%
Doctorate degree	3%
Don't know / Not sure	-
Decline to answer	-



## Employment Status

Employed full-time	53%
Employed part-time	9%
Self-employed	7%
Not employed, looking for work	1%
Not employed, NOT looking for work	-
Not employed, unable to work due to a disability or illness	4%
Retired	20%
Student	6%
Stay-at-home spouse or partner	6%
Don't know / Not sure	-
Decline to answer	1%



## Total Annual Household Income Before Taxes In 2013

Less than \$10,000	1%
\$10,000 but less than \$15,000	2%
\$15,000 but less than \$25,000	5%
\$25,000 but less than \$35,000	9%
\$35,000 but less than \$50,000	11%
\$50,000 but less than \$75,000	22%
\$75,000 but less than \$100,000	-
\$100,000 but less than \$150,000	16%
\$150,000 but less than \$200,000	5%
\$200,000 but less than \$250,000	2%
\$250,000 or more	2%
Decline to answer	12%



## No. of Adults in Household

1	20%
2	62%
3	10%
4	6%
5+	3%



## No. of Children (<18) in Household

None	70%
1-2	24%
3-4	6%

# Heartland 2050: Omaha-Council Bluffs Values and Priorities Quantitative Study

Prepared for Fregonese Associates

January 28, 2014

WITH INNOVA  
RESEARCH W  
UNDERSTAND  
**ENGAGE THE**  
MINDS OF PE  
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