



The Iowa West Foundation, Council Bluffs Chamber, and City of Council Bluffs partnered with the University of Nebraska at Omaha's Center for Public Affairs Research to gather information about residents' experiences living and working in the Council Bluffs area to identify areas of excellence and opportunity broadly and specifically to increase recruitment and retention of population.

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UNIVERSITY OF NEBRASKA AT OMAHA

CENTER FOR PUBLIC AFFAIRS RESEARCH

## PREPARED BY

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## ABOUT CPAR

The Center for Public Affairs Research at the University of Nebraska at Omaha is a research and community outreach unit in the College of Public Affairs and Community Service. Our mission is to collaboratively produce and disseminate high-quality public scholarship about topics that impact the lives of Nebraskans and the region.



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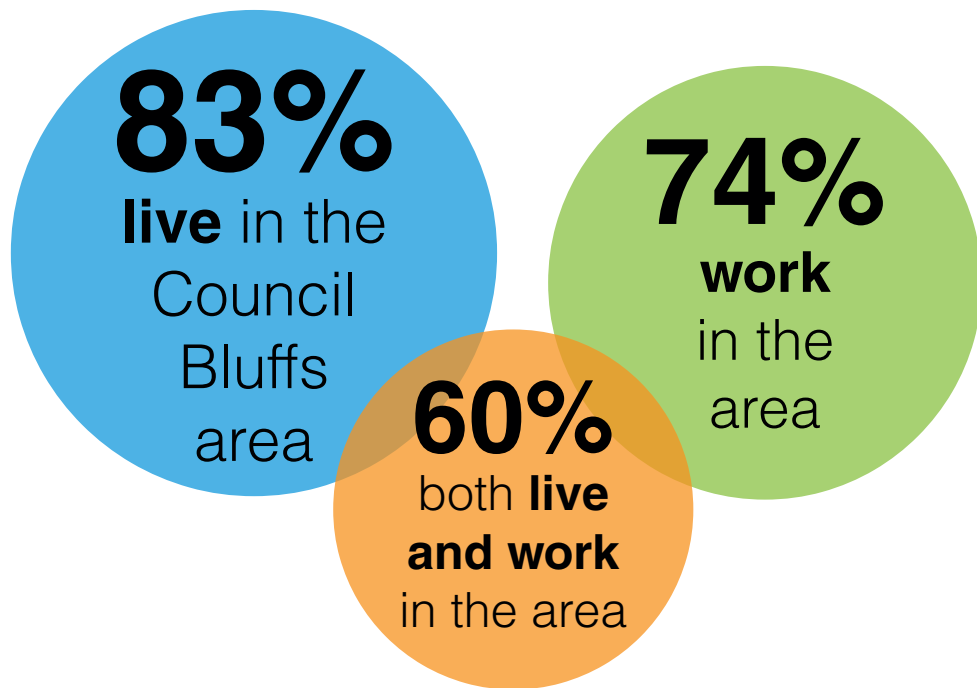


# SURVEY RESULTS

## EXECUTIVE SUMMARY



This survey was designed with the Iowa West Foundation, Council Bluffs Chamber, City of Council Bluffs, and the University of Nebraska at Omaha Center for Public Affairs Research in May 2025 to understand the opportunities and challenges facing the Council Bluffs area — specifically, why residents leave, why they stay, and how the community can build on its strengths to retain and attract population. Just under **2,000** responded in the Council Bluffs area.



**73%** satisfied or extremely satisfied with **quality of life**

- ≈ 83% satisfied with ease of getting around
- ≈ 75% satisfied with parks and outdoor trails
- ≈ 66% satisfied with recreation facilities, activities, and programs

- ≈ 57% dissatisfied with cost of taxes
- ≈ 39% dissatisfied with availability of quality jobs
- ≈ 35% dissatisfied with feeling of safety from violence/theft

**63% optimistic about the future** of the Council Bluffs area

## **Dissatisfaction** outweighed satisfaction across all **housing** questions

≈ **67%** dissatisfied with affordability of housing costs relative to income

≈ **57%** dissatisfied with condition/maintenance of housing

≈ **50%** dissatisfied with availability of housing types

**70%** feel **connected** to the Council Bluffs area

**54%** would **recommend the Council Bluffs area as a place to live**

Top reasons to recommend area:

≈ proximity to Omaha

≈ cost of living

≈ quality of life

**22%** would **not recommend the Council Bluffs area as place to live**

Top reasons not to recommend area:

≈ quality of life

≈ cost of living

≈ community feel

*\*25% of respondents were not sure if they would recommend the area*

**91%** are satisfied or extremely satisfied with their **jobs overall**

**Top areas of job satisfaction include:**

≈ **92%** day to day tasks

≈ **91%** commute to work

≈ **90%** job security

**Top areas of job dissatisfaction include:**

≈ **24%** opportunities for promotion/career advancement

≈ **22%** pay

≈ **22%** benefits

**30%** were **extremely unlikely to move out of state** if they left their current job

**23%** were **extremely likely to move out of state** if they left their current job



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# METHODOLOGY

## Survey Development

In May 2025, the Iowa West Foundation, Council Bluffs Chamber, and the City of Council Bluffs engaged the University of Nebraska at Omaha's Center for Public Affairs Research (UNO CPAR) to support a community survey effort. The survey was developed in consultation with project partners to gauge opportunities and challenges for residents of the Council Bluffs area, assess progress and potential strategies to increase population retention and recruitment — particularly among young professionals — and evaluate overall quality of life and the strength of social and economic networks within the community. These networks are a critical factor in supporting residents' long-term connection to place.

## Survey Distribution and Access

Given the goals and timing, the project used a convenience sampling approach distributed through the partners' networks across multiple channels in June and July. The survey generated 1,996 responses — a substantial dataset representing roughly 5% of the city's 38,000 households. Because the design did not rely on a random sample, we do not assign a margin of error or confidence interval. Instead, we assess representativeness by comparing survey demographics with community benchmarks, which allows us to evaluate how well the sample reflects the composition of Council Bluffs area residents.

## Survey Reporting

The report provides a question-by-question summary of results, including both the percentage of respondents selecting each option and the number of respondents. Frequencies vary from question to question because not all participants answered every question. Due to rounding and variation in response counts, totals may not always equal 100%, though they are very close.

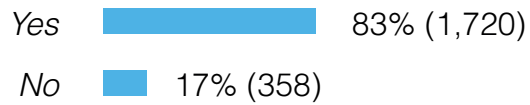
The report begins with demographic information and analysis of representativeness, followed by a substantive question-by-question summary. Direct respondent quotes are integrated throughout to illustrate key themes. For open-ended questions, two UNO CPAR researchers reviewed responses to identify themes, which are presented along with frequency counts. A dedicated section focuses on young professionals, defined as respondents ages 18 to 24, 25 to 34, and 35 to 44. This section highlights only those questions where response patterns differed meaningfully for young professionals compared to the broader sample.

# ALL RESPONSES

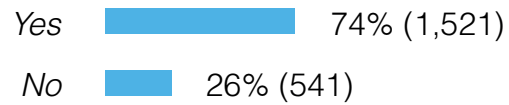
## DEMOGRAPHICS

### Do you currently live and/or work in the Council Bluffs area?

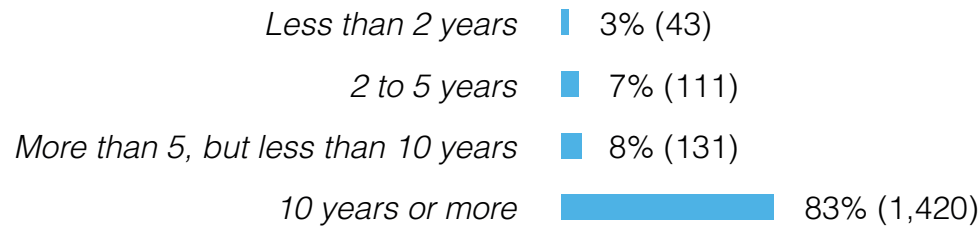
*Live in the Council Bluffs area*



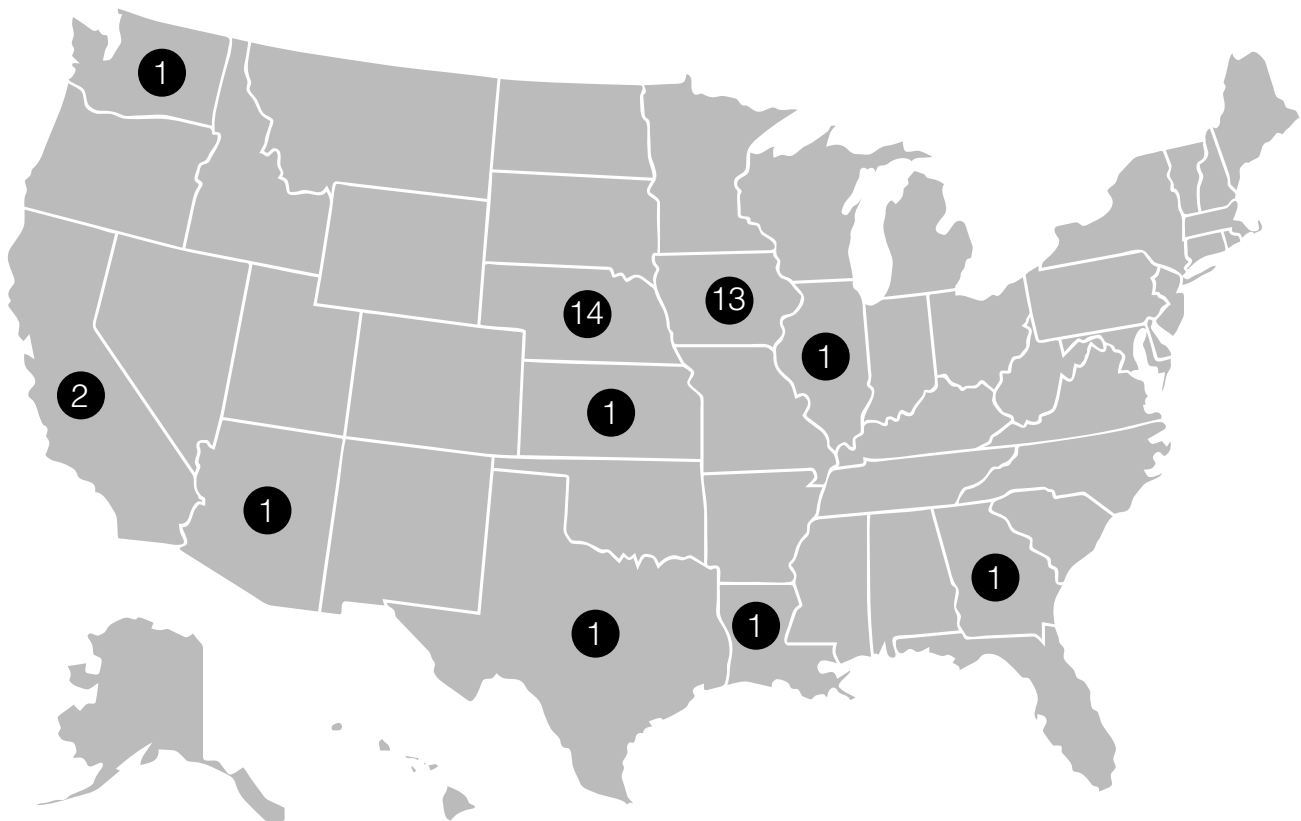
*Work in the Council Bluffs area*



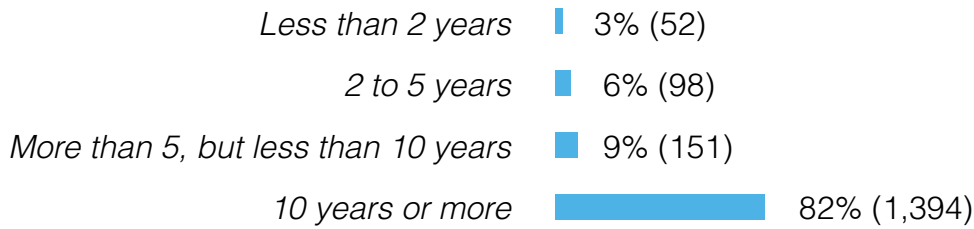
### How many years have you lived in the Council Bluffs area?



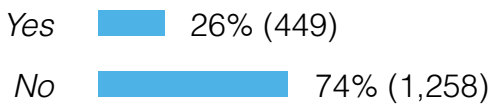
### Where did you move from if less than 2 years?



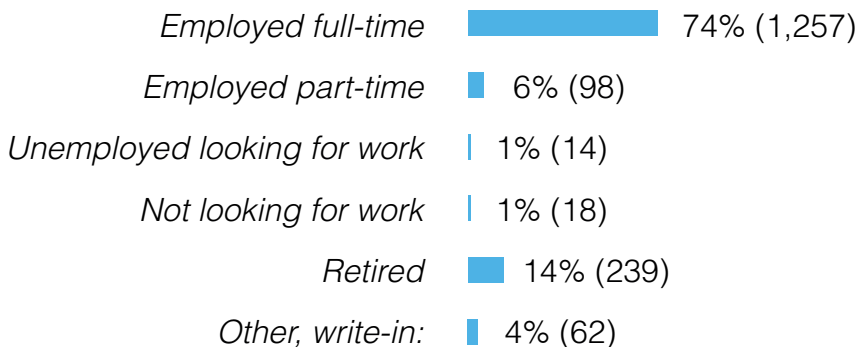
## How many years do you plan to live in the Council Bluffs area?



## Are you a boomerang to the area? A boomerang grew up in the area, moved away for a time period of at least a year or more, and has now moved back to the Council Bluffs area.



## What is your current employment status?

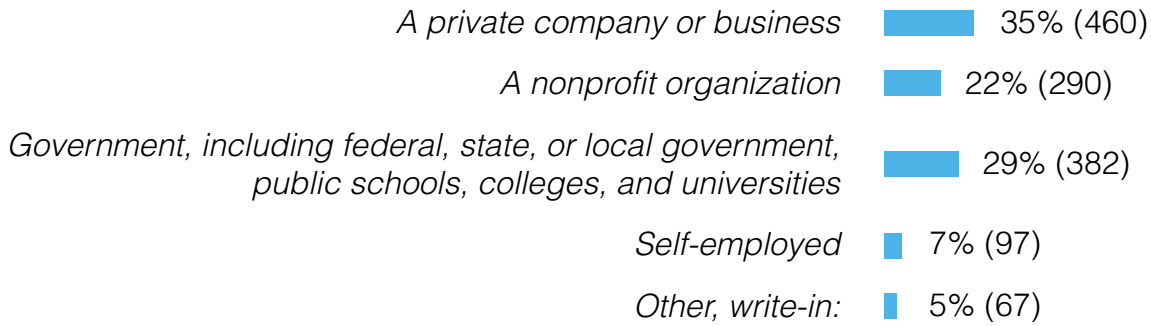


**The overall labor force of the Council Bluffs area is 31,953. Of those, about 71% are employed full time, according to the U.S. Census Bureau's American Community Survey. This similarity suggests that the share of full-time workers among respondents aligns with labor force patterns in the Council Bluffs area.**

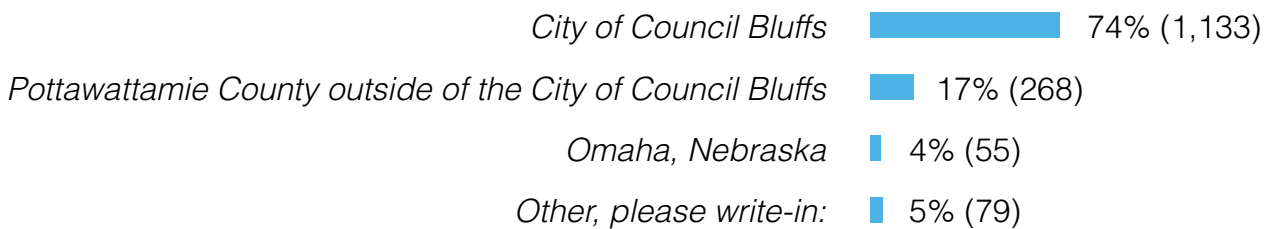
## What is your current occupation?

<i>Architecture and/or engineering</i>	2% (25)
<i>Arts, design, entertainment, sports, and/or media</i>	2% (32)
<i>Building or grounds cleaning and/or maintenance</i>	1% (19)
<i>Business and/or financial operations</i>	■ 9% (116)
<i>Community and/or social services</i>	■ 8% (98)
<i>Computer and/or mathematical</i>	3% (38)
<i>Construction and extraction</i>	2% (30)
<i>Educational instruction and/or library</i>	■ 11% (149)
<i>Farming, fishing, and/or forestry</i>	0% (6)
<i>Firefighting and prevention including supervisor</i>	2% (31)
<i>Food preparation and/or serving</i>	1% (13)
<i>Healthcare support</i>	■ 11% (142)
<i>Health diagnosing and treating practitioners</i>	3% (42)
<i>Health technologists and/or technicians</i>	■ 4% (48)
<i>Installation, maintenance, and/or repair</i>	1% (14)
<i>Law enforcement worker including supervisor</i>	2% (30)
<i>Legal</i>	2% (30)
<i>Life, physical, and/or social sciences</i>	0% (3)
<i>Management</i>	■ 7% (86)
<i>Material moving</i>	0% (4)
<i>Office and administrative support</i>	■ 7% (88)
<i>Personal care and service</i>	1% (12)
<i>Production</i>	1% (13)
<i>Sales and related</i>	■ 6% (72)
<i>Transportation</i>	2% (22)
<i>Other</i>	■ 11% (142)

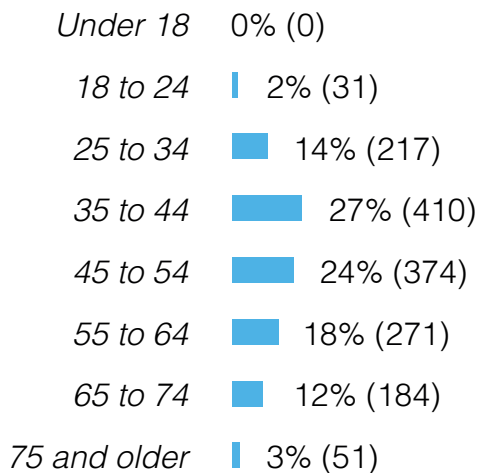
## Which of the following best describes where you work?



## What part of the Council Bluffs area do you reside or work in?

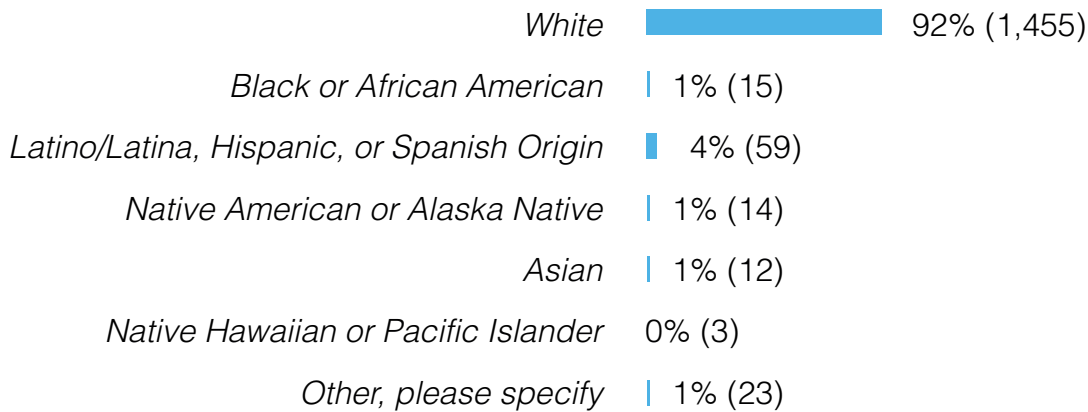


## To which age range do you belong?



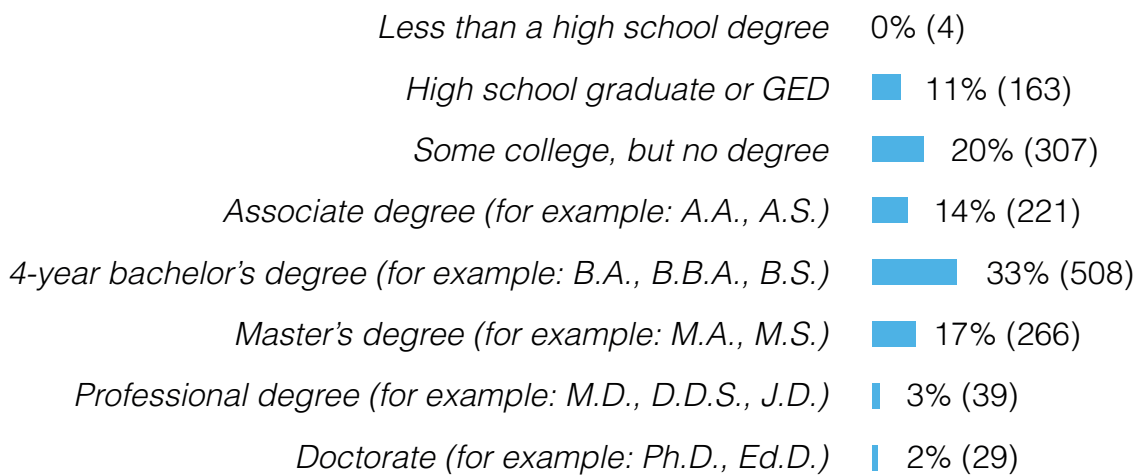
**The age profile of respondents generally resembles the age distribution of the Council Bluffs area. For example, 13% of the population is ages 25 to 34, compared to 14% of respondents. Respondents ages 35 to 44 are somewhat overrepresented, as are those ages 45 to 64. In contrast, respondents ages 65 to 74 are proportionate to the population, with both groups making up about 11%.**

## Which category or categories best describes you? Please select all that apply.



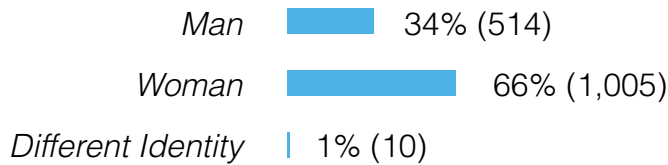
The racial composition of survey respondents closely reflects that of the broader Council Bluffs area population, where 93.4% of the population is White alone compared to 92% of respondents. Other racial groups are represented at roughly similar levels, with the exception of the Black population, which accounted for only 1% of respondents but makes up just under 4% of the population. Additionally, the Latino/a population is underrepresented in the survey at 4% of respondents compared to about 11% of the population.

## What is the highest level of education you have completed?



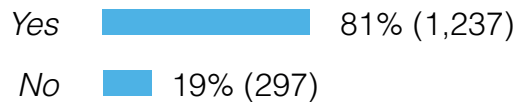
Respondents to the survey are more highly educated than the population of the Council Bluffs area as a whole. For instance, 14.5% of the area population holds a bachelor's degree compared to 33% of respondents. Similarly, about 7% of the population has a graduate or professional degree, while 22% of respondents reported this level of education.

## How do you describe yourself?

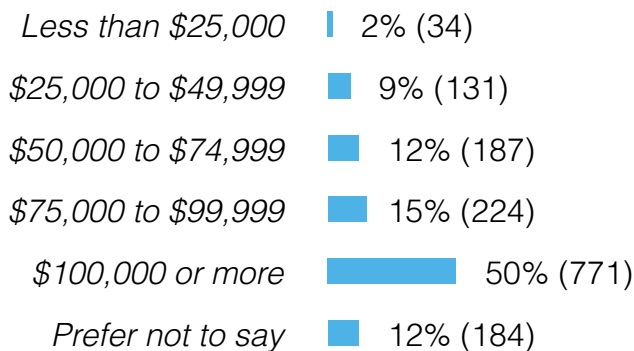


The gender composition of the overall Council Bluffs area population is close to evenly split between men and women. In contrast, survey respondents were more commonly women, who made up 66% of the sample.

## Do you have children?

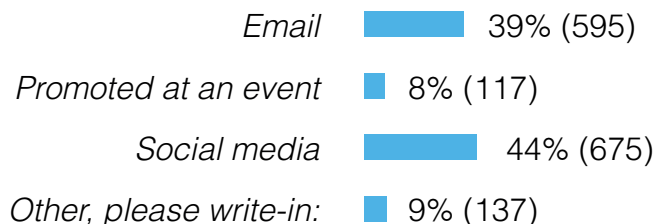


## What is your total annual household income?



Respondents reported higher household incomes than the overall Council Bluffs area population. About 28% of households in the area have incomes over \$100,000, compared to 50% of survey respondents.

## How did you hear about this survey?



### Write-in responses for Other, please write-in

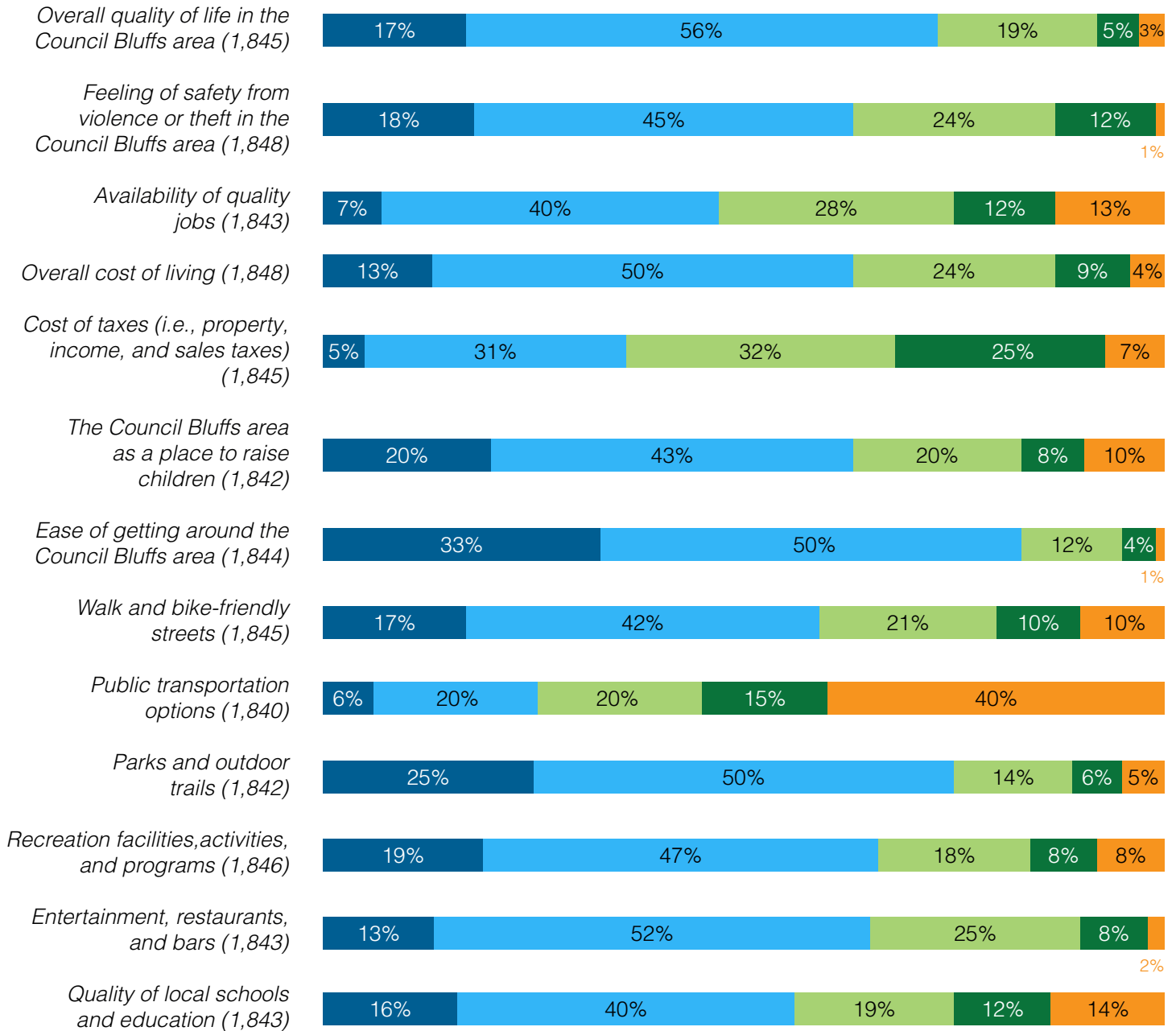
40	Work / Employer Communication	18	Chamber / City / Civic Events
29	Other / Unspecified	10	Social Media
26	Family / Friends / Word of Mouth	9	Personal / Named Referral
22	Local News / Media	3	School / Education Organization

# ALL RESPONSES

## QUALITY OF LIFE

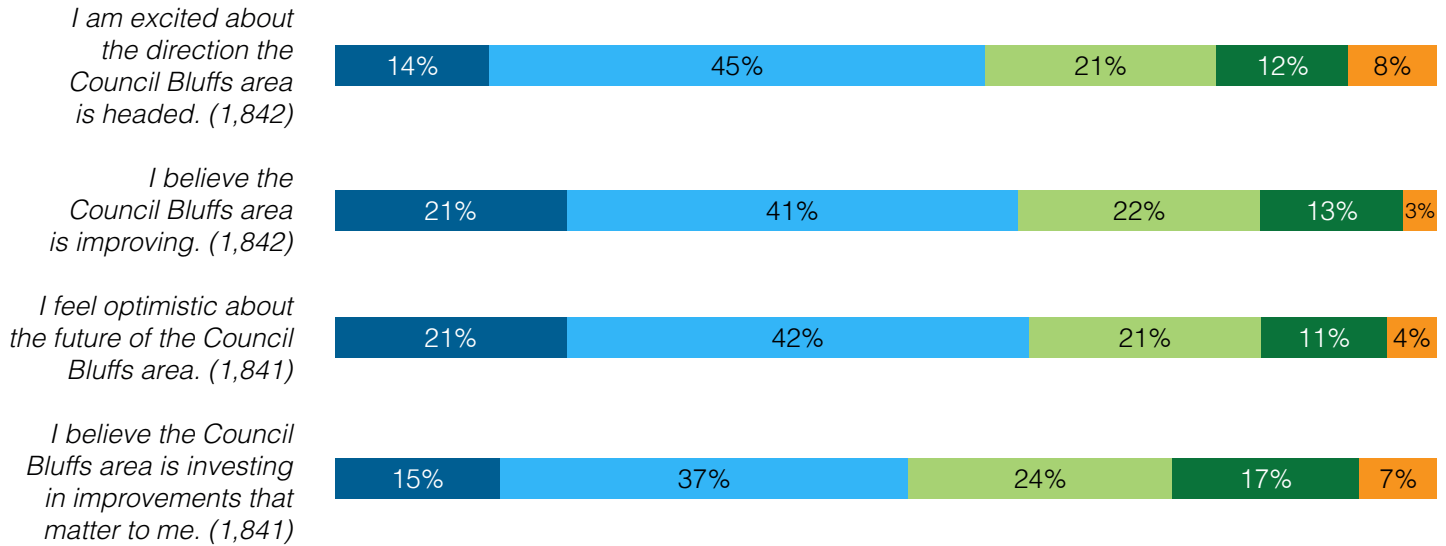
### What is your level of satisfaction with the following items about the Council Bluffs area?

■ Extremely Satisfied 
 ■ Somewhat Satisfied 
 ■ Somewhat Dissatisfied 
 ■ Extremely Dissatisfied 
 ■ Do Not Know



# To what extent do you agree or disagree with the following statements about the Council Bluffs area?

■ Strongly Agree  
 ■ Somewhat Agree  
 ■ Somewhat Disagree  
 ■ Strongly Disagree  
 ■ Do Not Know

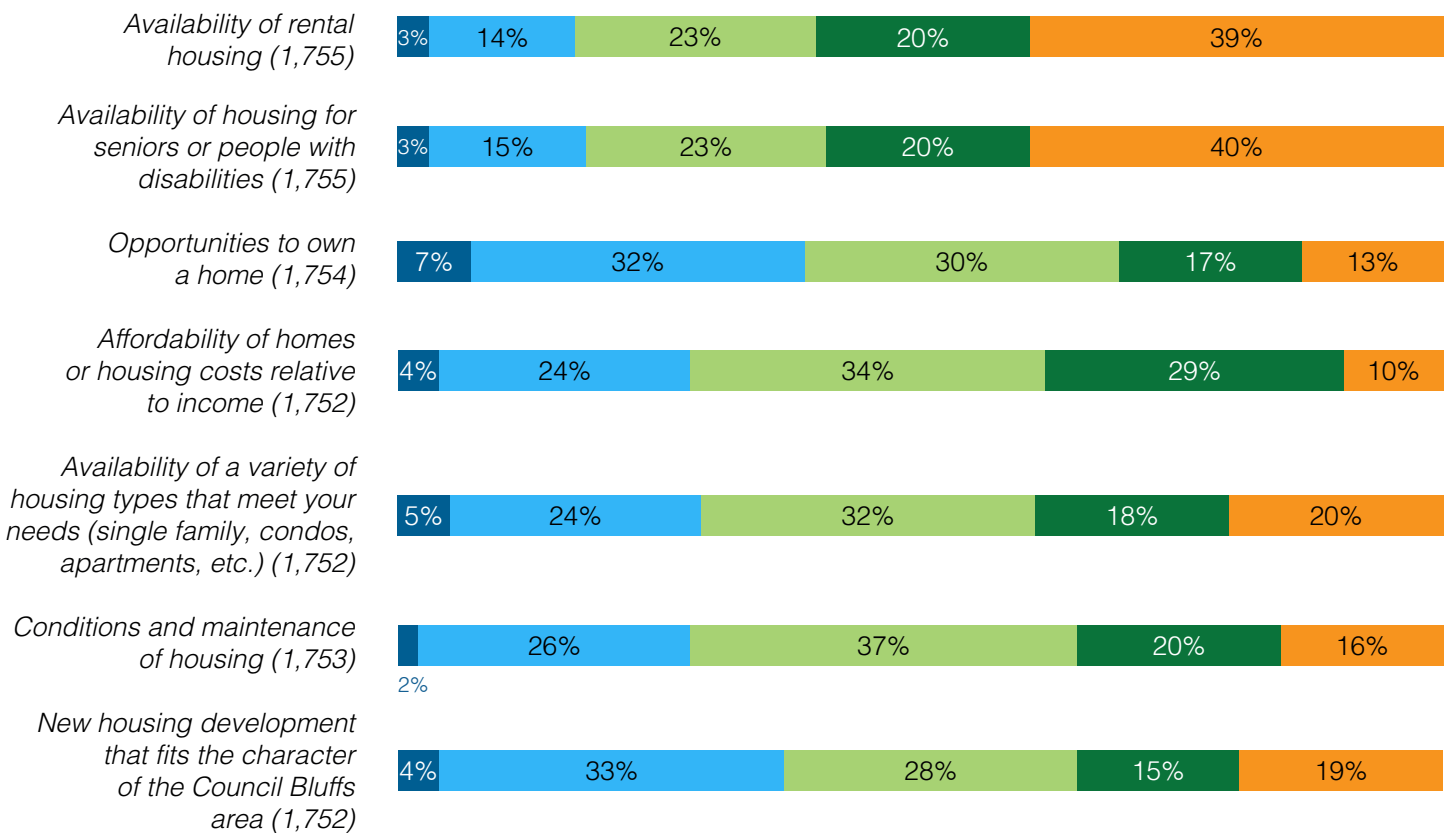


# ALL RESPONSES

## HOUSING

### How satisfied or dissatisfied are you with the following housing conditions in the Council Bluffs area?

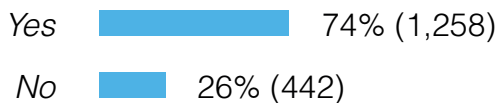
■ Extremely Satisfied 
 ■ Somewhat Satisfied 
 ■ Somewhat Dissatisfied 
 ■ Extremely Dissatisfied 
 ■ Do Not Know



# ALL RESPONSES

## CONNECTION TO THE COMMUNITY

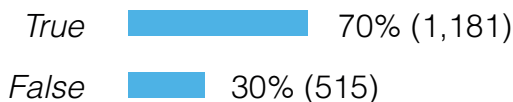
**Besides the people in your household, do you have other family that lives in the Council Bluffs area?**



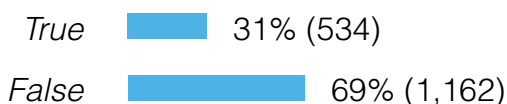
**How often do you get together with other people from the Council Bluffs area to do something positive for your community?**



**True or False? I feel connected to the Council Bluffs area.**

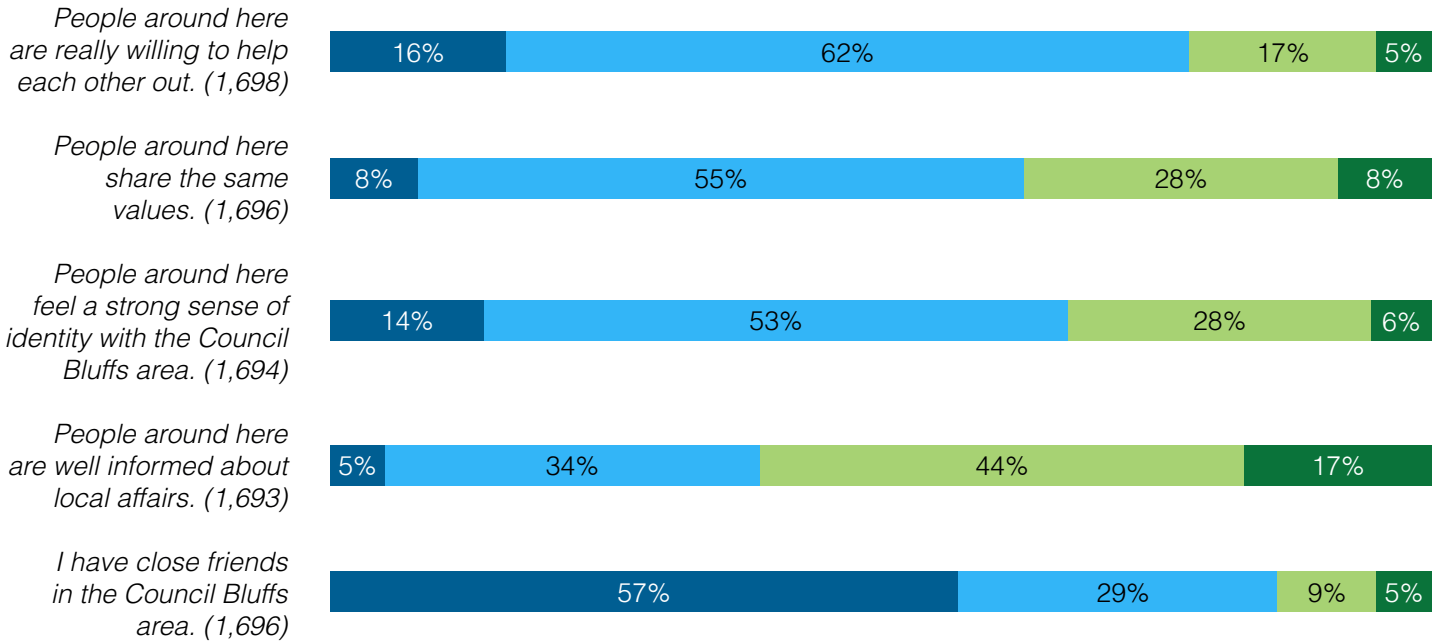


**True or False? I play a role in the Council Bluffs area. For example, you are involved in decision making about the community, such as events, programs, law making, or projects.**



# Do you agree or disagree with the following statements?

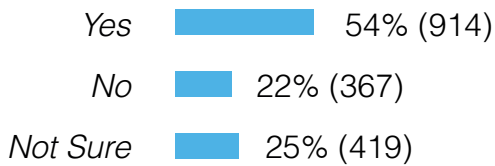
■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree



# ALL RESPONSES

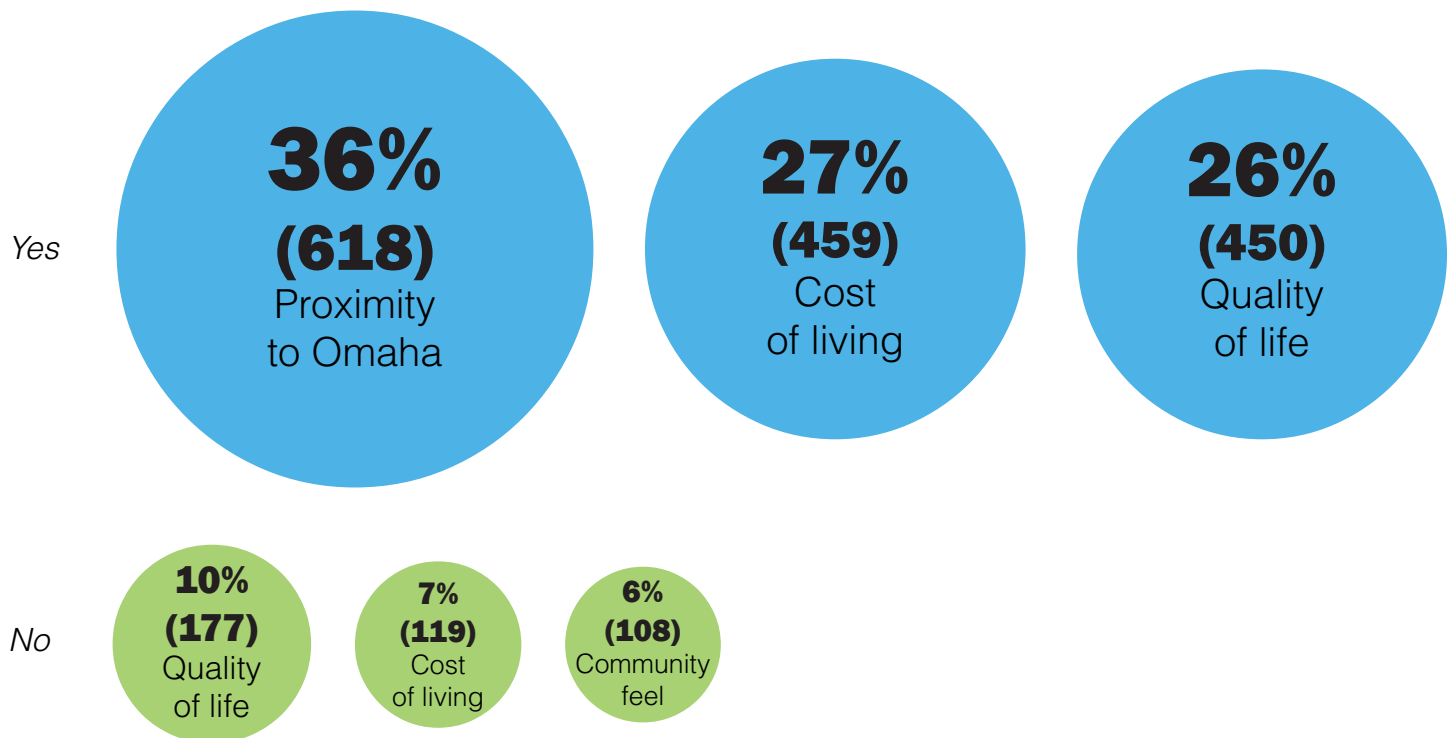
## TALENT ATTRACTION AND RETENTION

**Would you recommend the Council Bluffs area as a place to live to those that don't currently live here?**

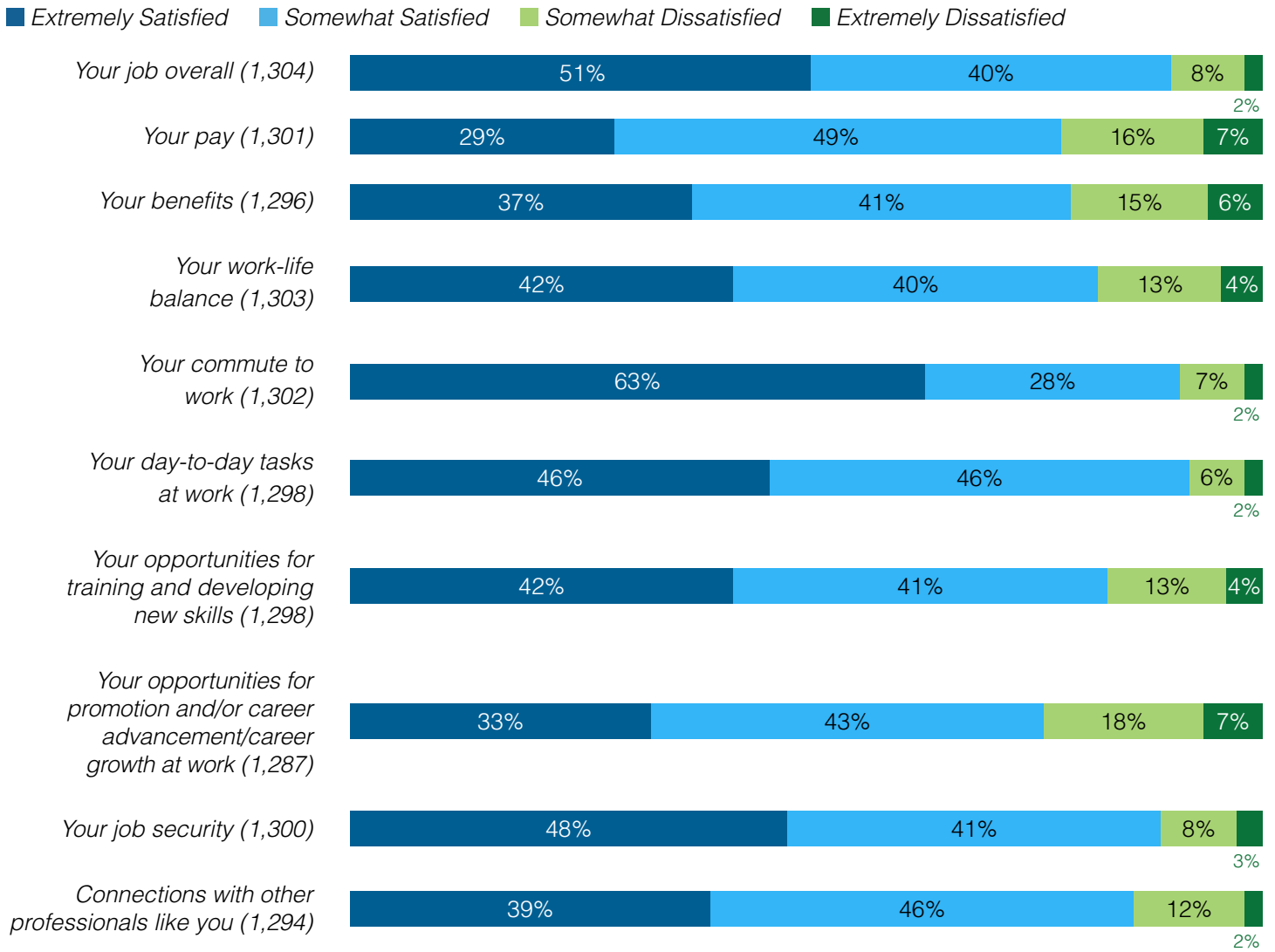


**What are the main reasons for your answer? Select up to three.**

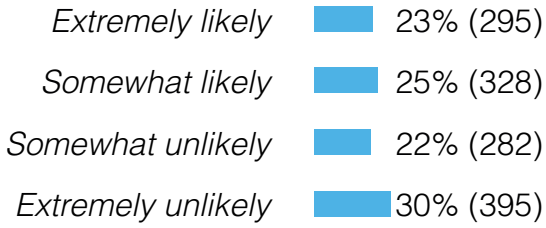
The top three responses are reported for those who answered "Yes" and for those who answered "No." Note, "Other" was a common write-in response among those who chose "No," but these responses were varied and not easily classified.



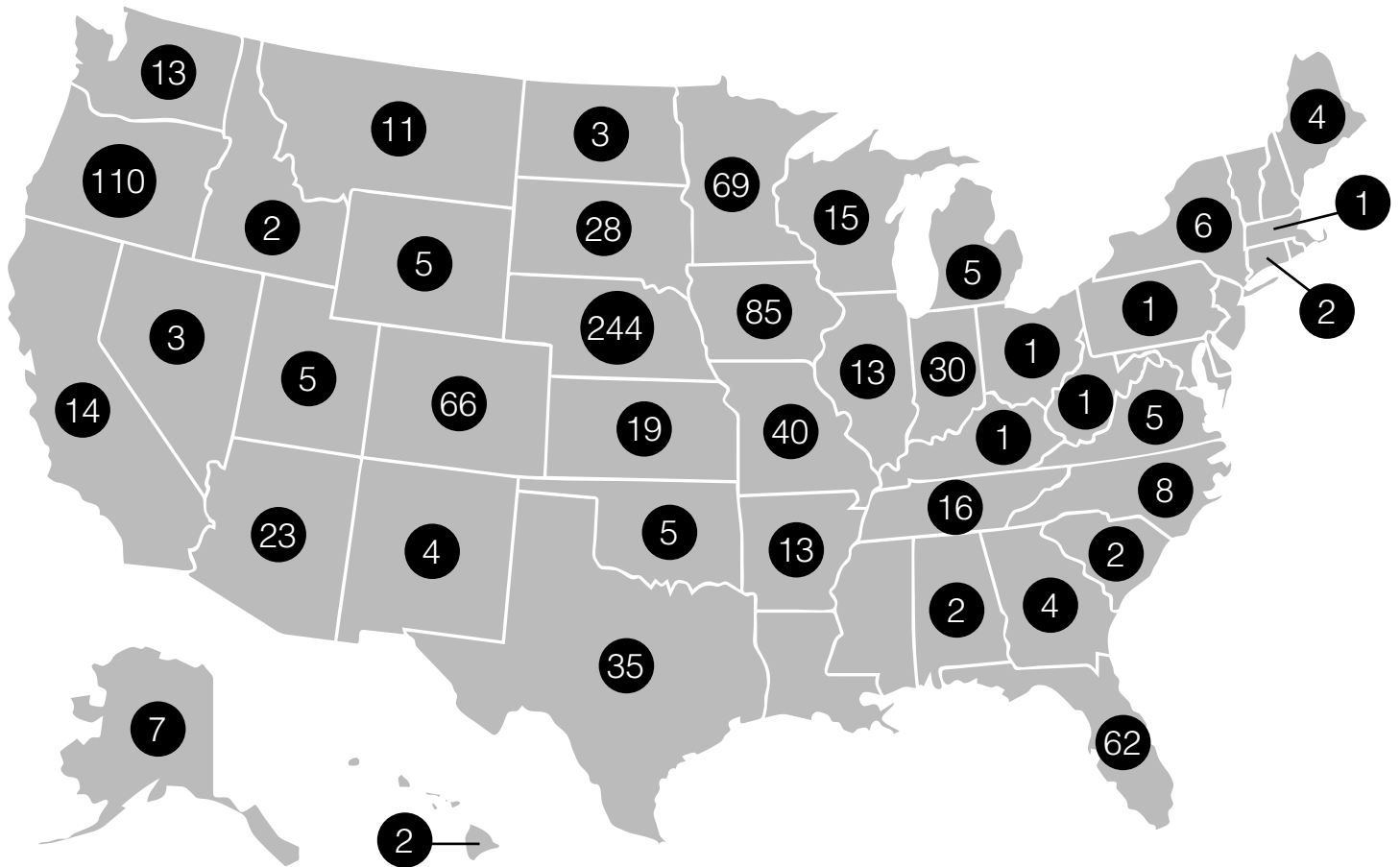
# How satisfied or dissatisfied are you with the following aspects of your job?



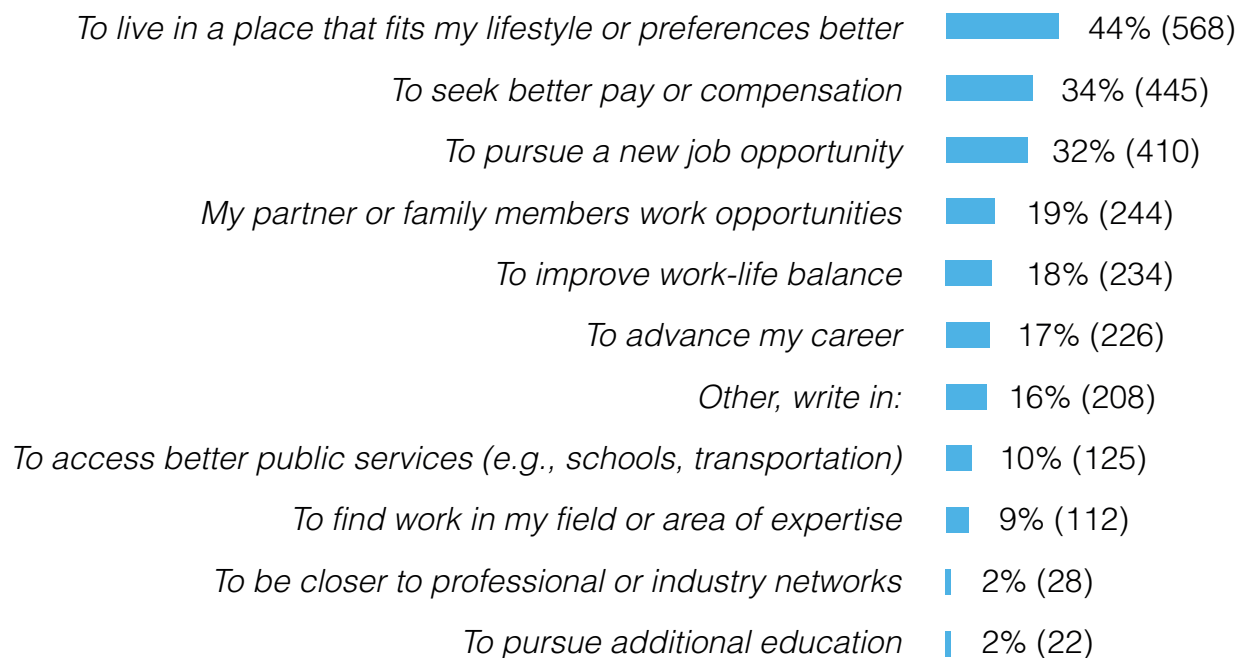
# If you were to leave your current job, how likely would you be to move out of state for your next position?



# If you were to leave, what state or area do you think you would likely move to?



## If you were to leave, what would be your primary reasons? Select up to three.



### Write-in responses for Other, write-in

62	Closer to Family	10	Lifestyle / Quality of Life
35	Retirement	10	Not Planning to Move
22	Other / Unspecified	6	Outdoors / Recreation / Nature
21	Safety / Cleanliness / Crime	4	Education
18	Affordability / Cost of Living	4	Employment / Career Opportunity
17	Climate / Weather	3	Healthcare
14	Politics / Rights / Values	3	Friends

## What two things do you like *most* about living and/or working in the Council Bluffs area?

Open-ended survey responses were reviewed and grouped into broad themes. The numbers shown represent how many respondents mentioned each theme.



Note: Other ranked highest with 943 and included a wide range of unique, less frequent issues not easily grouped into main categories.

## What two things do you like *least* about living and/or working in the Council Bluffs area?

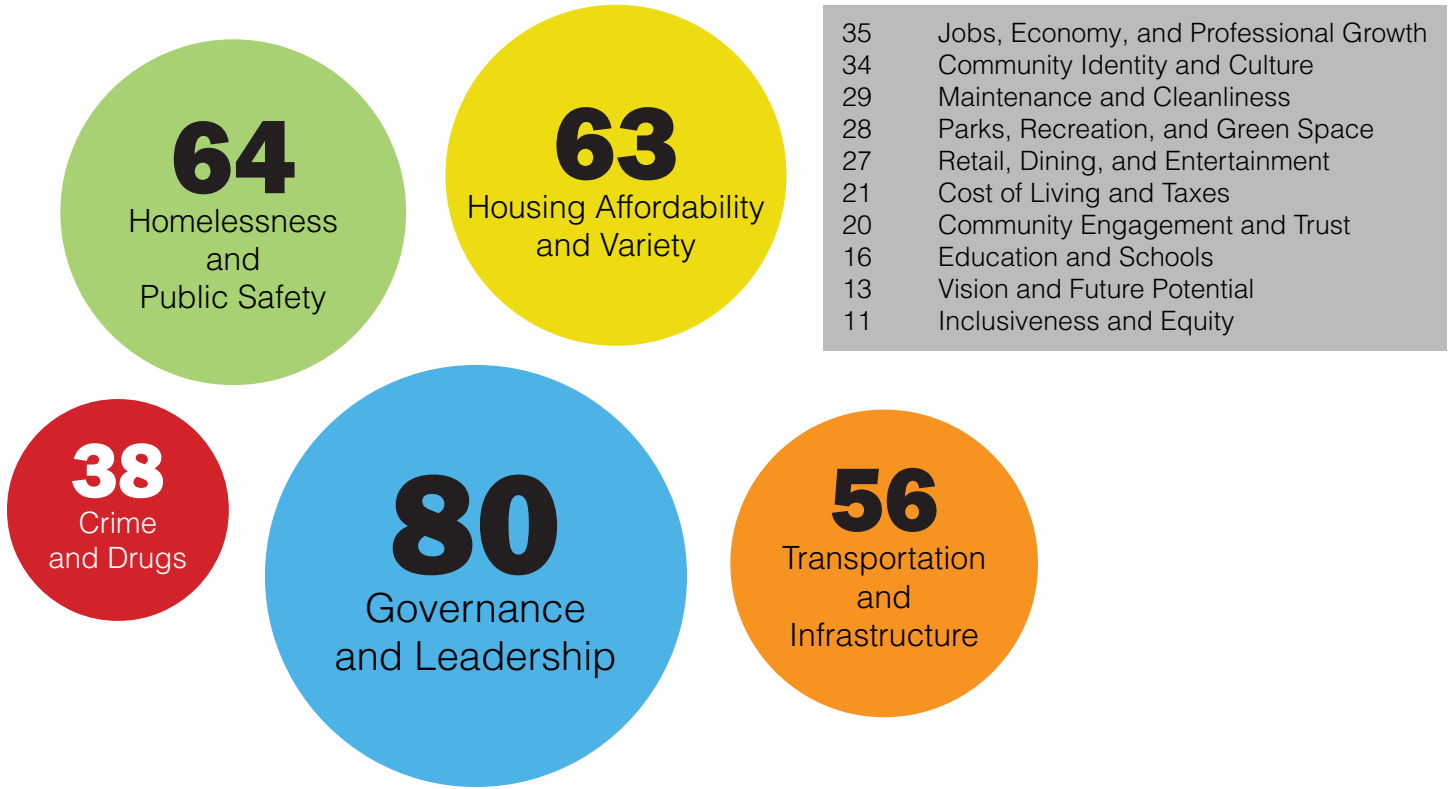
Count of respondents that referenced theme.



Note: Other ranked highest with 1,218 and included a wide range of unique, less frequent issues not easily grouped into main categories.

# What else would you like us to know about living and/or working in the Council Bluffs area?

Open-ended survey responses were reviewed and grouped into broad themes. The numbers shown represent how many respondents mentioned each theme.



# ALL RESPONSES

# ANALYSIS

## Survey Purpose and Context

Community surveys provide invaluable data to strengthen governance, identify local opportunities and challenges, and demonstrate a genuine commitment to responding to residents' needs.<sup>1</sup> Such efforts are often perceived by residents as authentic outreach that gives them an outlet to contribute to the collective well-being. For these reasons, this survey represents an important and exciting initiative for the Council Bluffs area.

This survey was designed to understand the opportunities and challenges facing the Council Bluffs area — specifically, why residents leave, why they stay, and how the community can build on its strengths to retain and attract people, particularly young professionals who are vital to the region's future. This focus arose from a recent presentation of demographic, economic, and housing data that identified key trends. For instance, Pottawattamie County's population has grown by just 0.5% over the past decade, a positive increase compared to many counties in the Iowa West region, but well below the growth rate of Iowa overall and of neighboring Douglas and Sarpy counties in Nebraska. Each year, more than 2,000 residents leave the county for other parts of the United States, most often young professionals (median age 34). Their outmigration reduces the tax base that supports quality-of-life initiatives and presents a challenge to long-term vitality, but the county's steady growth, location, and engaged community also offer opportunities. This survey was designed to explore those opportunities in depth, providing insights into how the community can retain and attract residents and sustain long-term growth.

## Participation and Representativeness

Notably, we received a strong response rate. Just under 2,000 people participated, an impressive number for a community of just over 30,000 households. This high level of participation reflects resident engagement, which bodes well for the future of this project and the community. We also found that 83% of respondents live in the Council Bluffs area and 74% work there. Taken together, just over 60% both live and work in the community, an important finding since thriving places are those where people can live, work, and play.

Survey respondents generally reflected the broader population of the Council Bluffs area, with only minor differences. Respondents were more likely to be women, report higher levels of education, and live in higher-income households. The age profile closely matched the overall population, with slight overrepresentation among those ages 35 to 64. Racial composition was also similar, though Black and Latino/a residents were underrepresented.

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<sup>1</sup> Goldsmith, S., & Crawford, S. (2014). *The responsive city: Engaging communities through data-smart governance*. John Wiley & Sons.

## Quality of Life

Largely, respondents reported being satisfied or extremely satisfied with the overall quality of life in the Council Bluffs area (73%). Only 5% said they were extremely dissatisfied. When asked about specific aspects of community life, satisfaction was highest with:

- Ease of getting around the Council Bluffs area — 83% somewhat or extremely satisfied
- Parks and outdoor trails — 75% somewhat or extremely satisfied
- Recreation facilities, activities, and programs — 66% somewhat or extremely satisfied

Satisfaction was lowest with:

- Cost of taxes — 57% somewhat or extremely dissatisfied
- Availability of quality jobs — 39% somewhat or extremely dissatisfied
- Feeling of safety from violence or theft — 35% somewhat or extremely dissatisfied

Topics of high satisfaction reflect recent community efforts to strengthen quality of life, demonstrating progress and opportunities for continued investment. In contrast, dissatisfaction with cost of taxes, availability of quality jobs, and safety are critical challenges for the community, but can be difficult to address.

## Governance and Community Investment

Regarding governance and the future of the Council Bluffs area, respondents were generally optimistic. Sixty-three percent agreed or strongly agreed that the area has a positive future, and 62% said it is “improving.” Views were less positive when asked if the Council Bluffs area is investing in improvements that matter to them, with only 52% agreeing or strongly agreeing.

## Housing

Housing is a critical topic in the Council Bluffs area, with notably high levels of dissatisfaction. The highest levels of dissatisfaction were reported with:

- Affordability of homes and housing costs relative to income — 67% somewhat or extremely dissatisfied
- Condition and maintenance of housing — 57% somewhat or extremely dissatisfied
- Availability of a variety of housing types to meet needs — 50% somewhat or extremely dissatisfied

These findings point to an urgent need to address housing concerns, as housing is central to both community vitality and individual well-being as well as talent attraction and retention.

## Social and Economic Connections

The next two topics in the survey — social and economic connections — were developed directly from research by UNO CPAR demonstrating the importance of these connections to retaining and recruiting population in the Omaha metro area, which includes the Council Bluffs area. Specifically, prior survey research<sup>2</sup> found that individuals who left the Omaha metro area overwhelmingly cited job and career opportunities as the reason. Yet many expressed interests in returning, citing social networks, such as family and friends, as the strongest factor drawing them back.

Most respondents (74%) reported having family in the Council Bluffs area as well as close friends (86%). Respondents also reported getting together with others from the community to do something positive for the area, though 26% said they almost never do so. A strong majority (70%) said they feel “connected” to the Council Bluffs area — a connection that can help retain residents and potentially bring back “boomerang” residents if they leave. However, 69% reported they do not feel they “play a role” in the community. The deeper the social connections and ties in the community, the more likely residents are to stay. Thus, there are opportunities to involve more residents in new and more meaningful ways.

## Career Opportunities and Retention

The importance of connections is evident in responses to questions about leaving the area to develop careers. Respondents were divided on whether they would leave the state for new job opportunities, with 48% saying they are extremely likely or somewhat likely and 52% saying they were somewhat unlikely or extremely unlikely. While it is encouraging that more than half would not leave, the fact that just under half would consider it presents a challenge.

Among those who said they would leave, the top reasons included:

1. To live in a place that fits their lifestyle or preferences better
2. To seek better pay or compensation
3. To pursue a new job opportunity

These findings differ slightly from other Omaha metro surveys, including the *Greater Omaha Chamber Young Professionals Survey Report*<sup>3</sup> where job-related reasons such as pay and career opportunities were the primary drivers of leaving. In the Council Bluffs area, lifestyle preferences also rank among the top three reasons, suggesting that decisions to leave are shaped not only by economic opportunity, but also by perceptions of community fit. Another notable difference is that young professionals in the Omaha metro were less likely to consider moving out of state compared to Council Bluffs area respondents, indicating Council Bluffs’ residents may feel less anchored to the region. Among those in the Council Bluffs area who would move, most indicated Nebraska as their likely destination, underscoring the role of place-based connections in migration choices.

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<sup>2</sup> Schafer, J. G., Drozd, D. J., & Grell, T. (2020). Nebraska’s Exit Survey: 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 (Center for Public Affairs Research Report). University of Nebraska at Omaha. <https://www.unomaha.edu/college-of-public-affairs-and-community-service/center-for-public-affairs-research/documents/greateromahachambernebraskaexitsurveyreport.pdf>

<sup>3</sup> University of Nebraska Omaha, Center for Public Affairs Research. (2024). Greater Omaha Chamber young professionals survey report [PDF]. University of Nebraska Omaha, College of Public Affairs and Community Service. Retrieved from <https://www.unomaha.edu/college-of-public-affairs-and-community-service/center-for-public-affairs-research/documents/2024-omaha-chamber-yp-survey-report.pdf>

## Job Satisfaction

While some are considering leaving for new career and lifestyle opportunities, respondents largely report being satisfied with their current jobs. Overall, 91% said they are satisfied or extremely satisfied. Satisfaction was strongest in areas related to daily work experience and stability, with 92% satisfied with day-to-day tasks, 91% with their commute to work, and 90% with job security. These findings suggest that many currently employed residents are likely to remain in the area.

At the same time, nearly one-quarter (24%) identified limited opportunities for promotion or career advancement as a source of dissatisfaction. Another 22% reported dissatisfaction with pay, and 22% with benefits. These concerns highlight potential barriers to long-term retention, particularly for younger workers. These results also align with earlier findings about the importance of job opportunities and compensation to job satisfaction. Respondents reported a wide range of occupations, with the largest groups in healthcare support (11%) and educational instruction or library (11%) — consistent with the area's largest industries, as noted in the accompanying Iowa West Region Data Book.

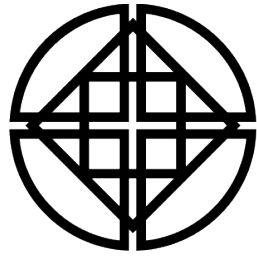
## Community Perceptions: Opportunities and Challenges

Open-ended survey responses identified several opportunities and challenges for the community. Many residents value the small-town feel and size of the Council Bluffs area, noting that it fosters connection and a sense of belonging. Family roots also emerged as a positive factor for those living in the area. Combined with the survey results, these responses show that the Council Bluffs area provides the social connections and engagement necessary to retain residents. Services, amenities, and the cost of living are also attractive features. At the same time, continued investment in these areas is essential to generate the community development and positive momentum needed to strengthen future retention and recruitment.

In contrast, housing, including both availability and affordability, was frequently cited as a concern. While initiatives to improve housing are underway, many respondents remain dissatisfied and identified it as the least favorable aspect of the Council Bluffs area. This suggests that current efforts are important, but not yet sufficient, and further investment in housing will be critical to support long-term retention and community vitality. Safety also surfaced as a common challenge, with several respondents pointing specifically to concerns about homelessness in the community. Homelessness is a complex issue that is difficult to address, yet it directly affects residents' perceptions of safety and quality of life.

## Conclusion

The survey results highlight that the Council Bluffs area has many strengths, including strong social ties, engaged residents, attractive amenities, and high job satisfaction. At the same time, challenges with housing, safety, and opportunities for advancement remain pressing concerns. These findings make clear that while important progress has been made, continued investment in community development, housing initiatives, and strategies to strengthen both workforce and quality-of-life factors will be critical. By building on existing assets and addressing areas of dissatisfaction, the Council Bluffs area is well positioned to retain residents, attract new ones, and sustain long-term growth.



IOWA  
WEST  
FOUNDATION



# SURVEY RESULTS

## *YOUNG PROFESSIONALS*

While the primary goal of the survey was to understand overall opportunities and challenges in the Council Bluffs area, it is also valuable to examine where perspectives differ by age group. This section highlights select questions where such differences were most apparent. Looking at responses this way helps shed light on how factors related to retention and recruitment may affect residents at different stages of life, with particular attention to young professionals who are vital to the community's future.



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# YOUNG PROFESSIONALS

## FINDINGS SUMMARY

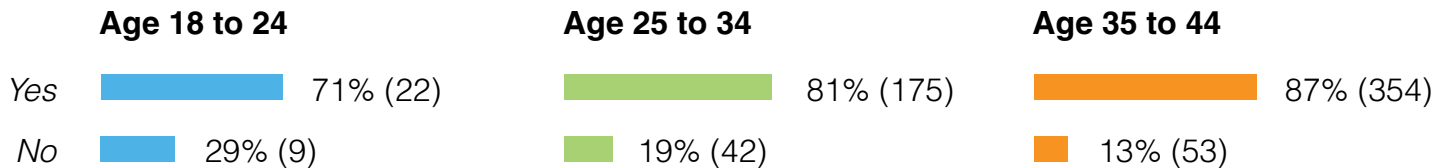
- ≈ Among young professional survey respondents, 31 were ages 18 to 24, 216 were ages 25 to 34, and 362 were ages 35 to 44. The smaller sample size, particularly ages 18 to 24, should be interpreted with caution.
- ≈ Compared to all respondents, young professionals are less likely to say they plan to live in the Council Bluffs area for 10 years or more.
- ≈ Young professionals rated quality of life in the Council Bluffs area about the same as all respondents, but they were less satisfied with the availability of jobs, walk- and bike-friendly streets, public transportation, and recreation facilities, activities, and programs.
- ≈ Views on the direction of the Council Bluffs area were similar across all respondents, but young professionals were more negative about whether the area is investing in improvements that matter to them.
- ≈ Concerns about housing were common across all respondents, yet young professionals were especially dissatisfied with the availability of housing that meets their needs and with affordability.
- ≈ Like all respondents, young professionals reported strong social connections in the community. At the same time, they were less likely to feel they play a role in the Council Bluffs area.
- ≈ Young professionals were less likely than all respondents to recommend the Council Bluffs area as a place to live to people who do not currently reside here.
- ≈ Job satisfaction levels were consistent across all respondents, but young professionals were more likely to say they would move to another state if they left their jobs. Among those ages 18 to 34, better pay or compensation was the top reason for leaving. Among those ages 35 to 44, lifestyle fit was the most common reason.

# YOUNG PROFESSIONALS RESPONSES

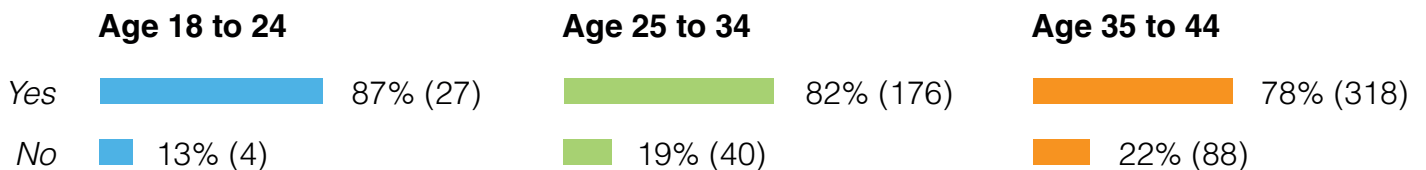
## DEMOGRAPHICS

### Do you currently live and/or work in the Council Bluffs area?

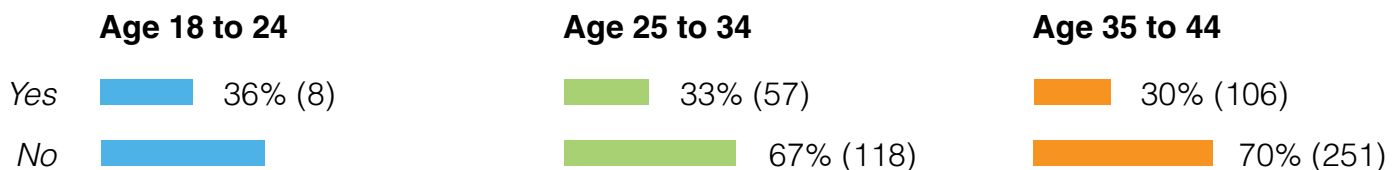
#### Live in the Council Bluffs area



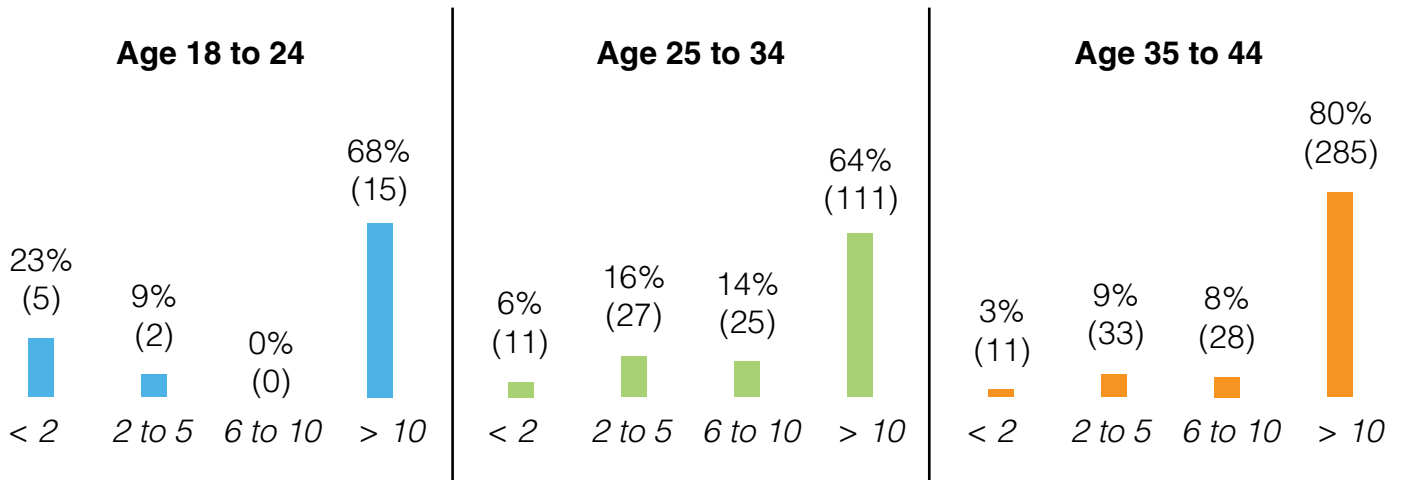
#### Work in the Council Bluffs area



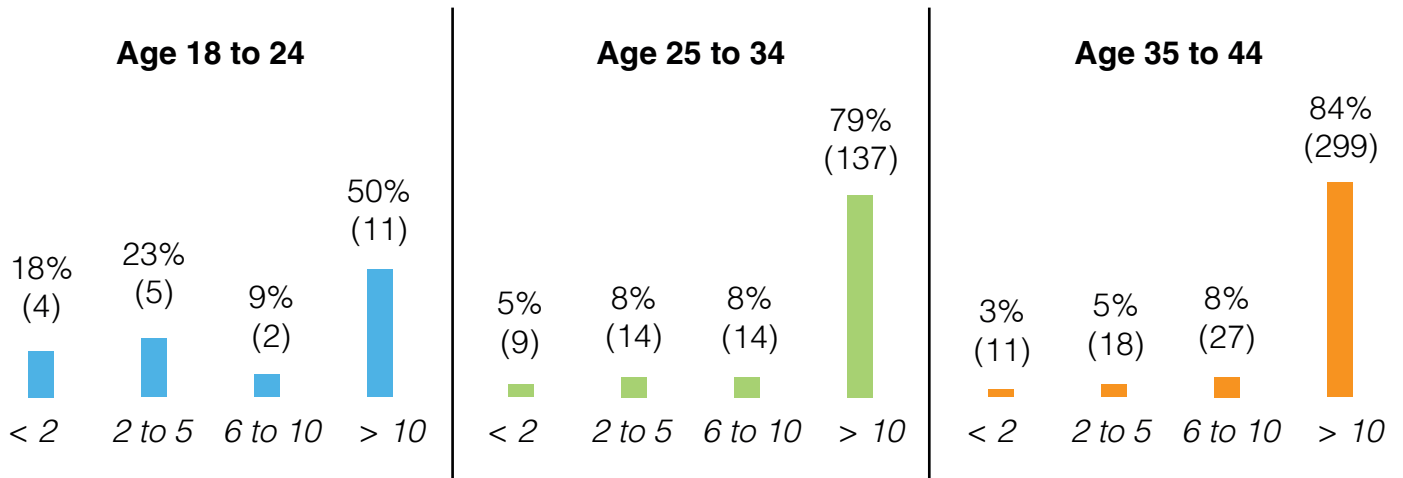
### Are you a boomerang to the area? A boomerang grew up in the area, moved away for a time period of at least a year or more, and has now moved back to the Council Bluffs area.



## How many years have you lived in the Council Bluffs area?

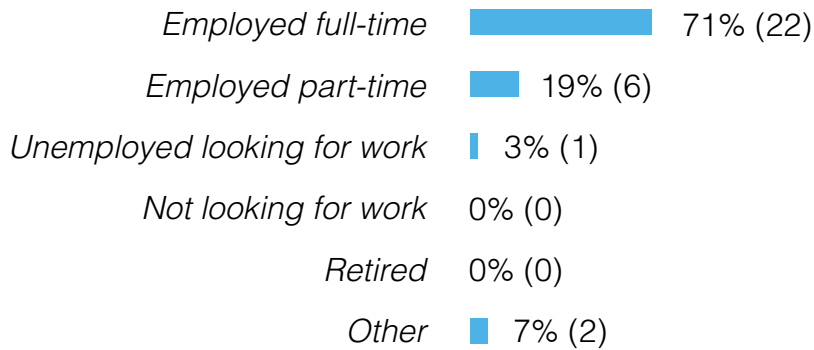


## How many years do you plan to live in the Council Bluffs area?

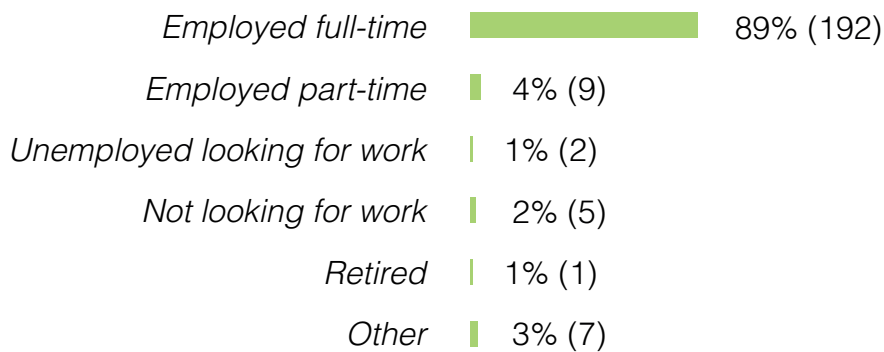


# What is your current employment status?

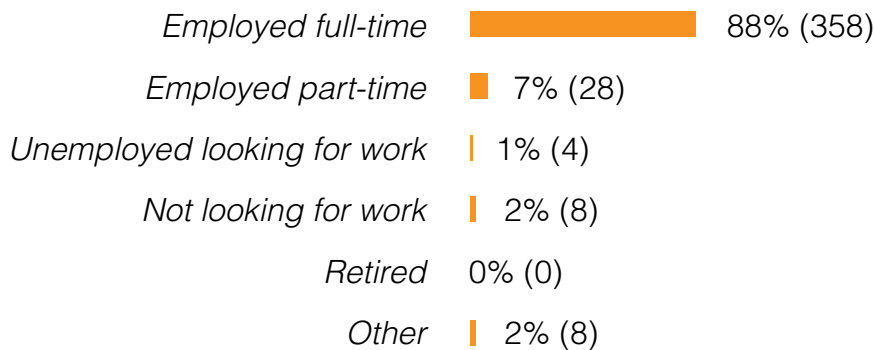
## Age 18 to 24



## Age 25 to 34

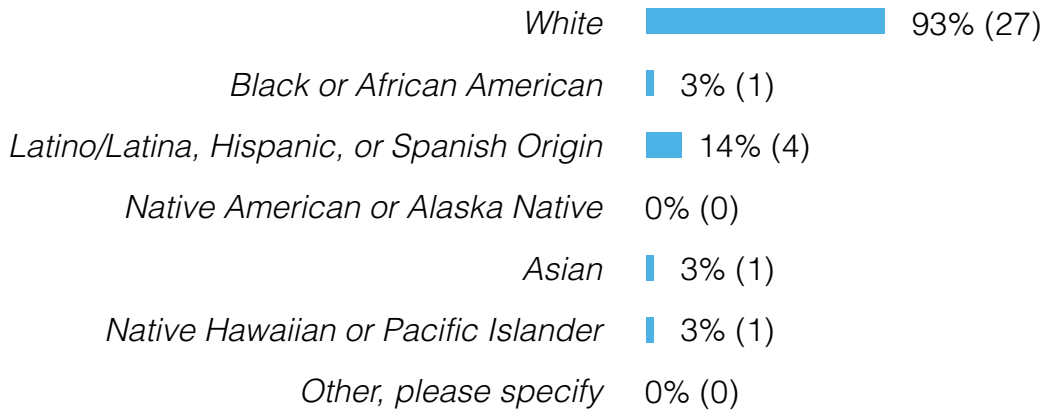


## Age 35 to 44

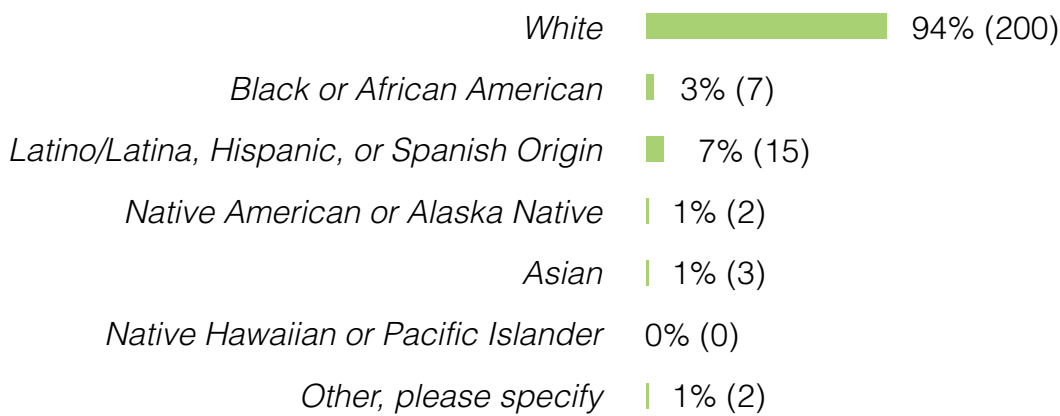


# Which category or categories best describes you? Please select all that apply.

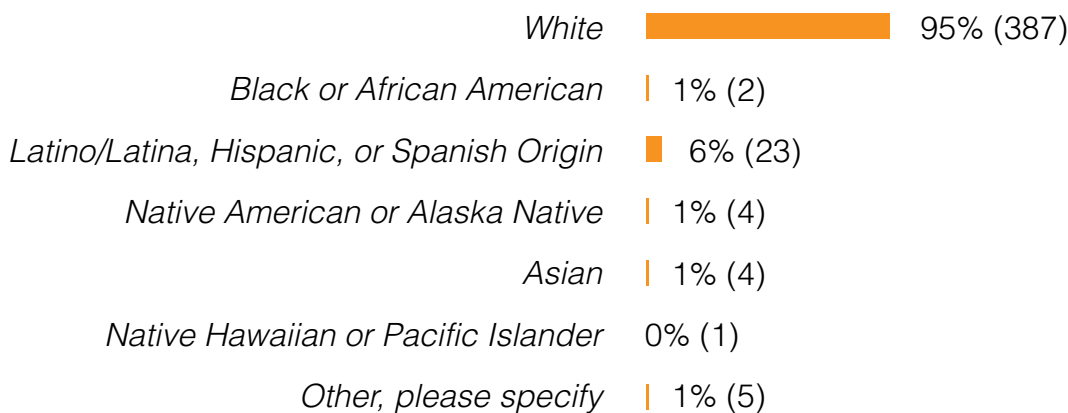
## Age 18 to 24



## Age 25 to 34

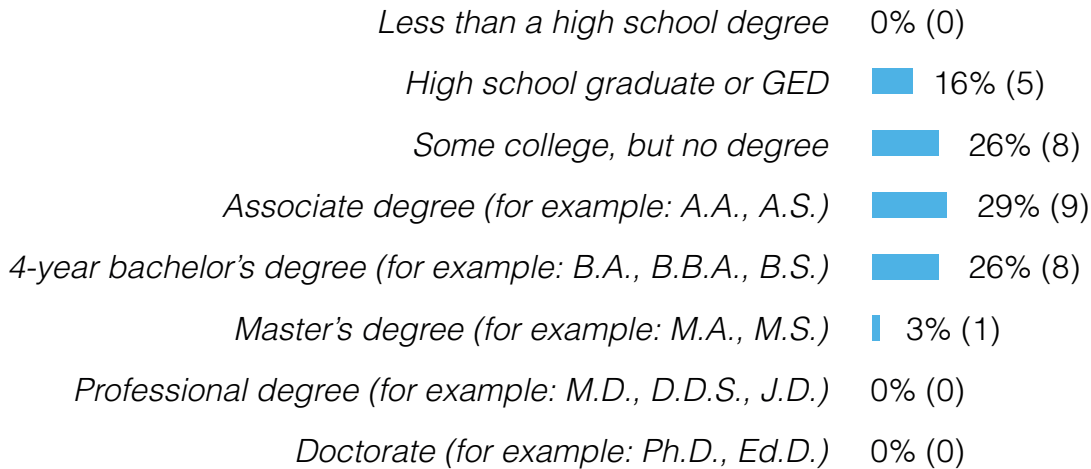


## Age 35 to 44

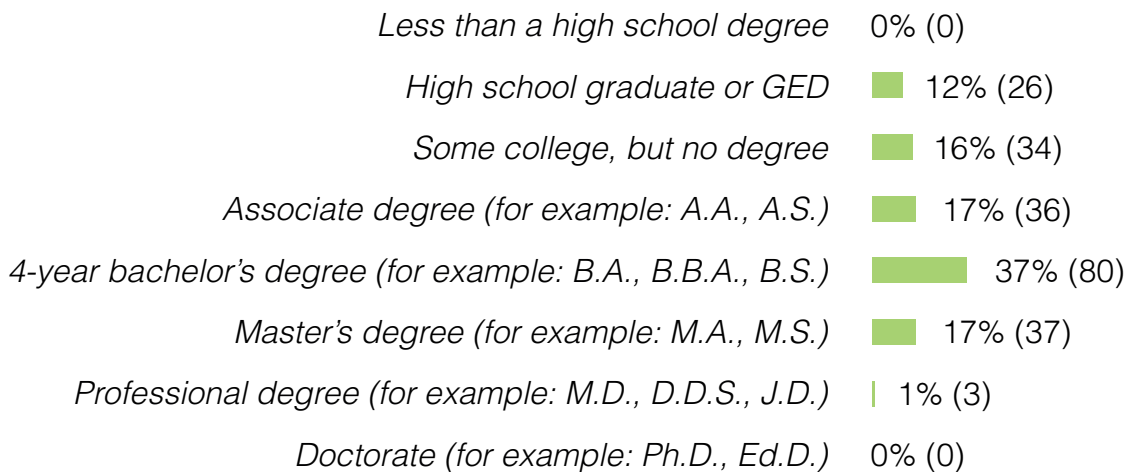


# What is the highest level of education you have completed?

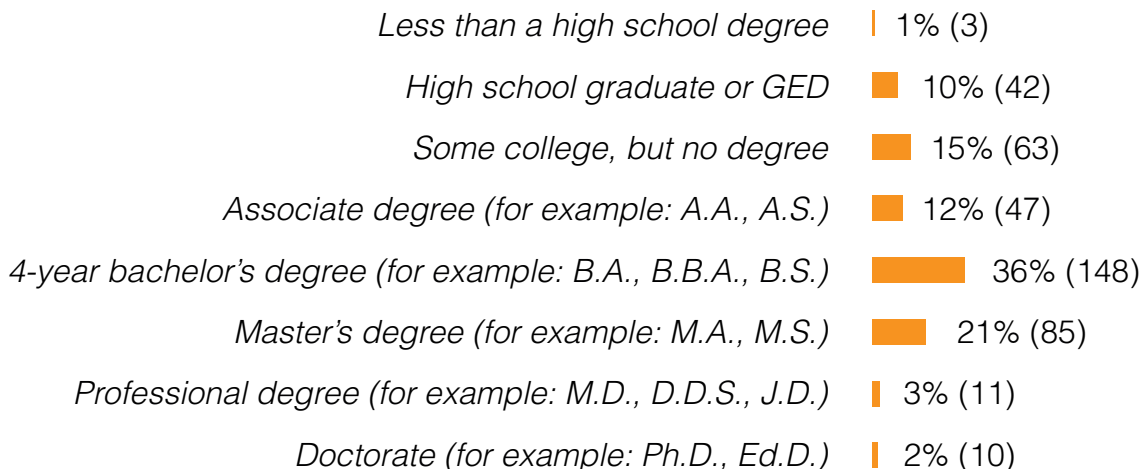
## Age 18 to 24



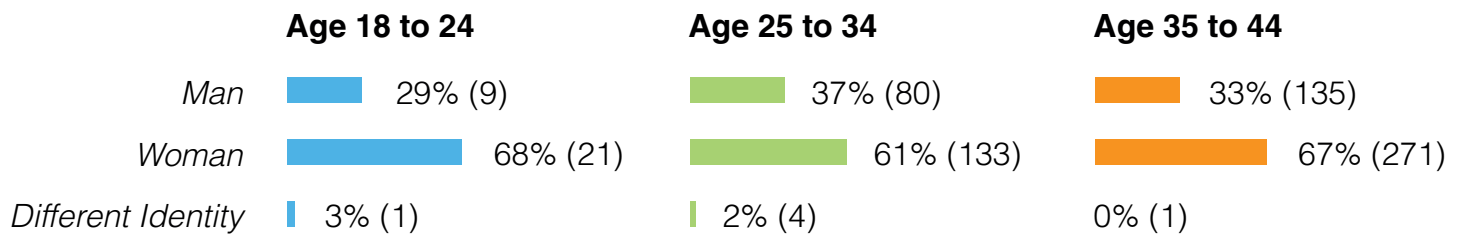
## Age 25 to 34



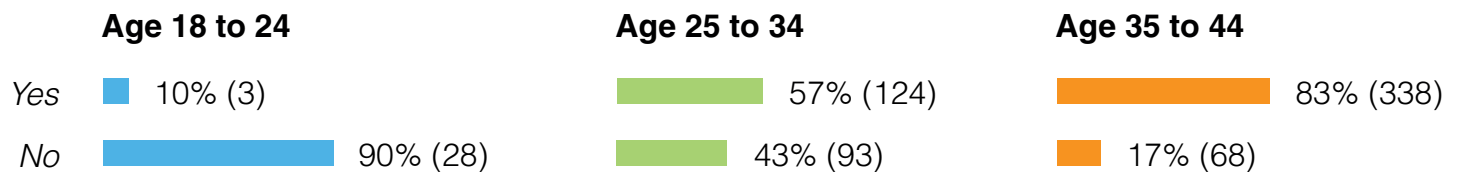
## Age 35 to 44



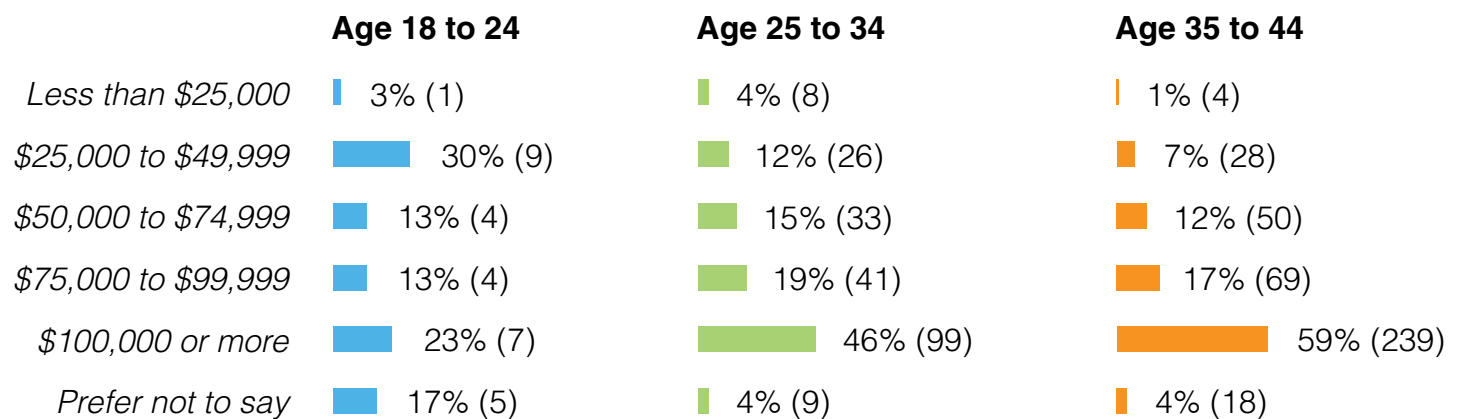
## How do you describe yourself?



## Do you have children?



## What is your total annual household income?

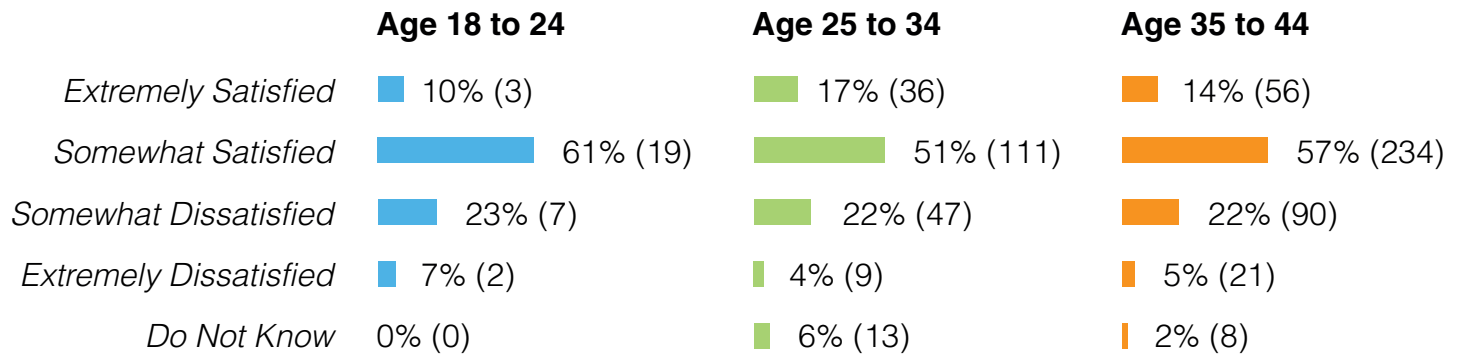


# YOUNG PROFESSIONALS RESPONSES

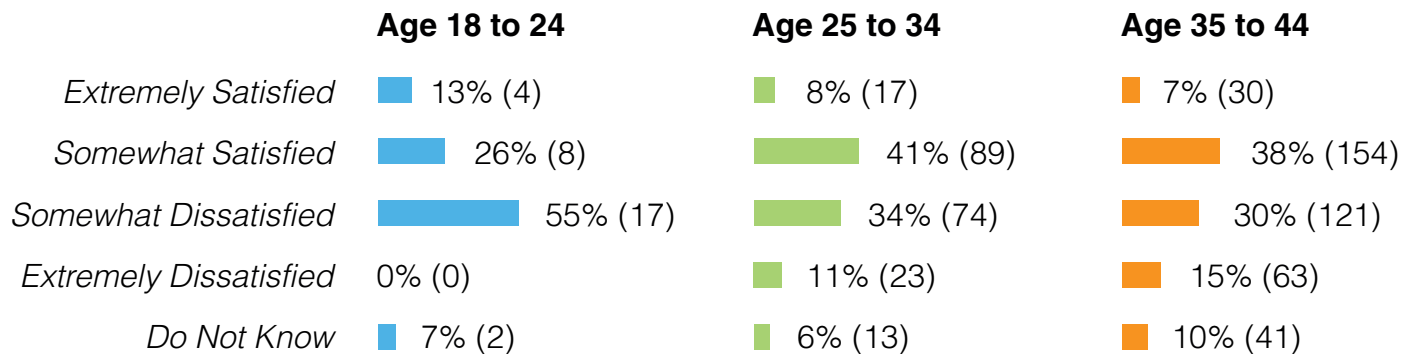
## QUALITY OF LIFE

### What is your level of satisfaction with the following items about the Council Bluffs area?

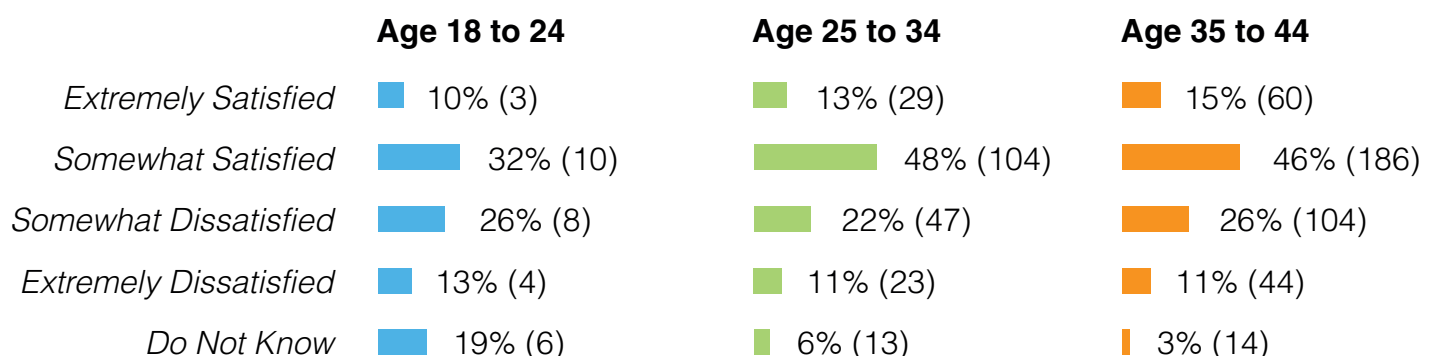
#### Overall quality of life in the Council Bluffs area



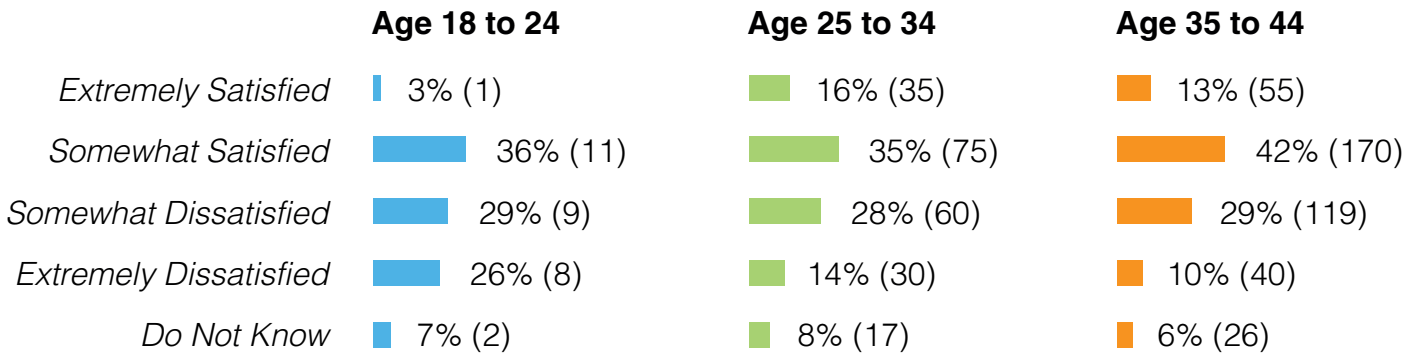
#### Availability of quality jobs



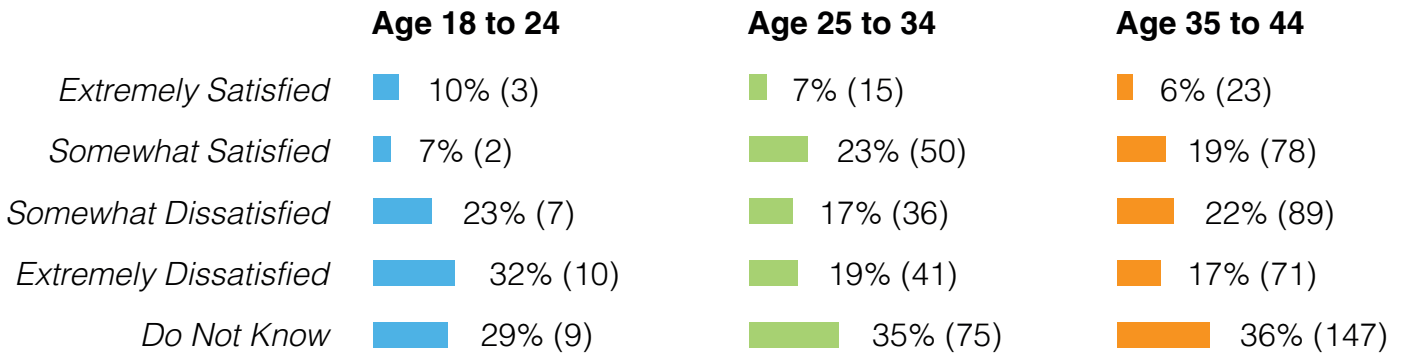
#### Overall cost of living



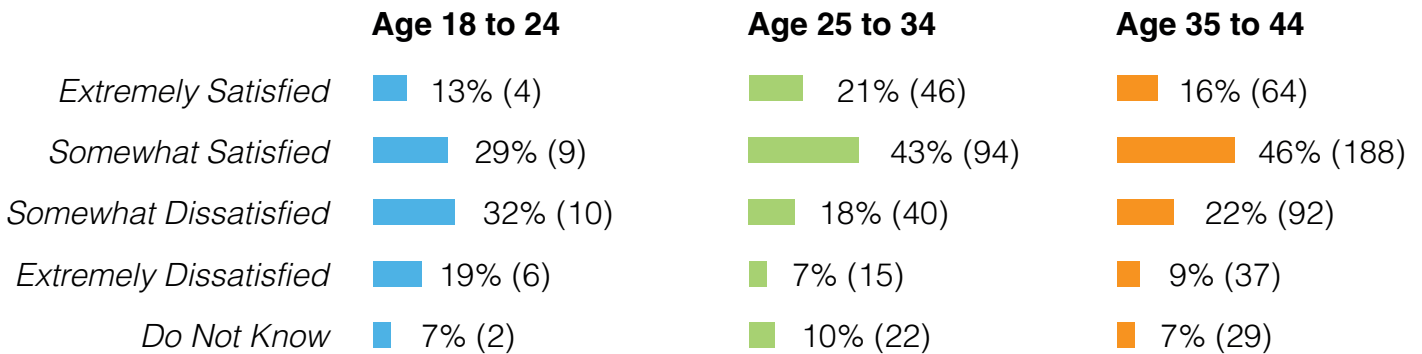
## Walk and bike-friendly streets



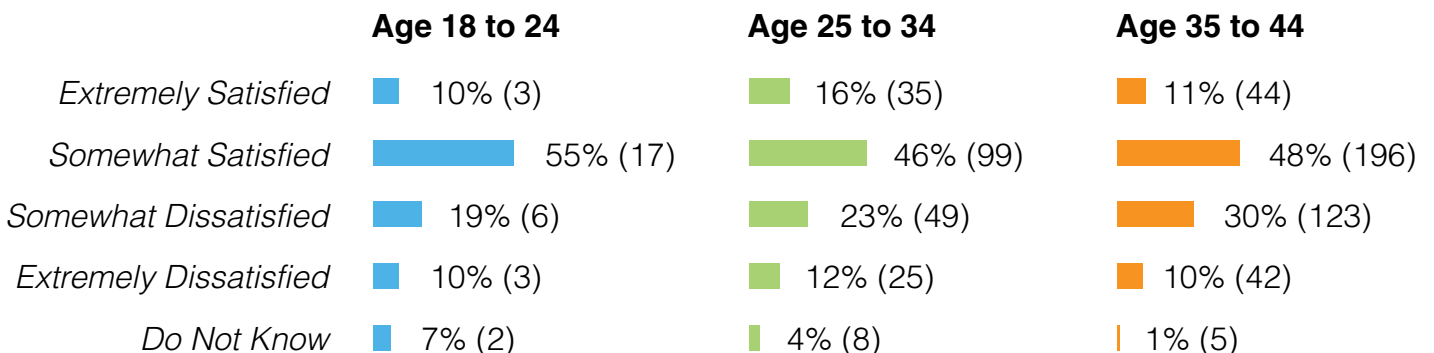
## Public transportation options



## Recreation facilities, activities, and programs

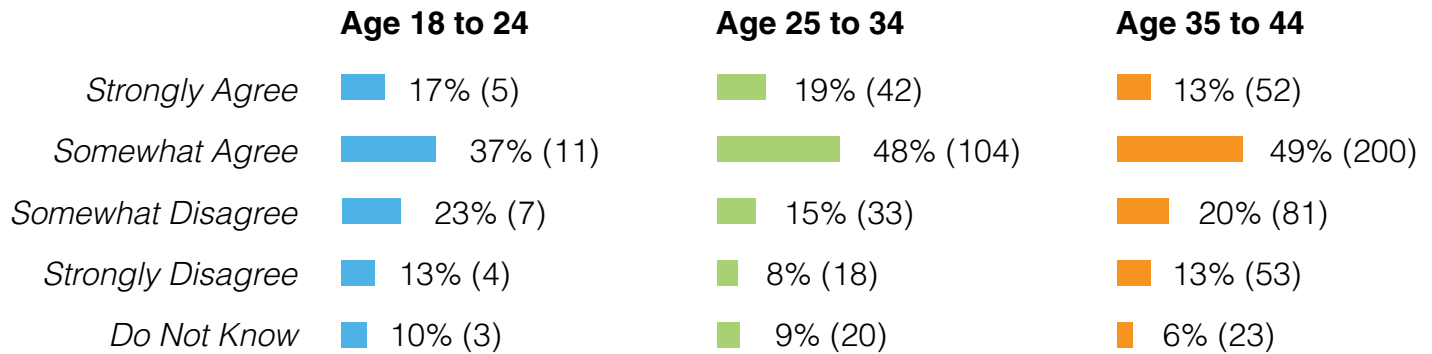


## Entertainment, restaurants, and bars

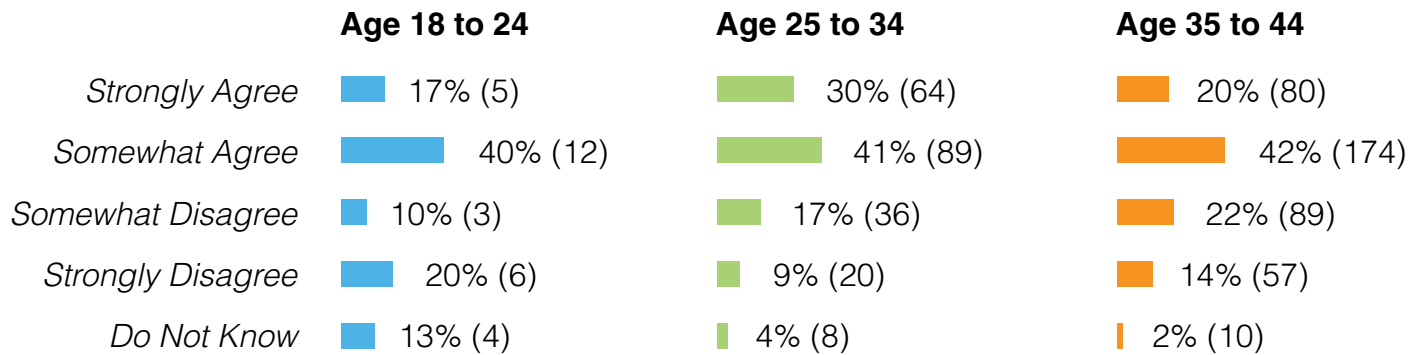


# To what extent do you agree or disagree with the following statements about the Council Bluffs area?

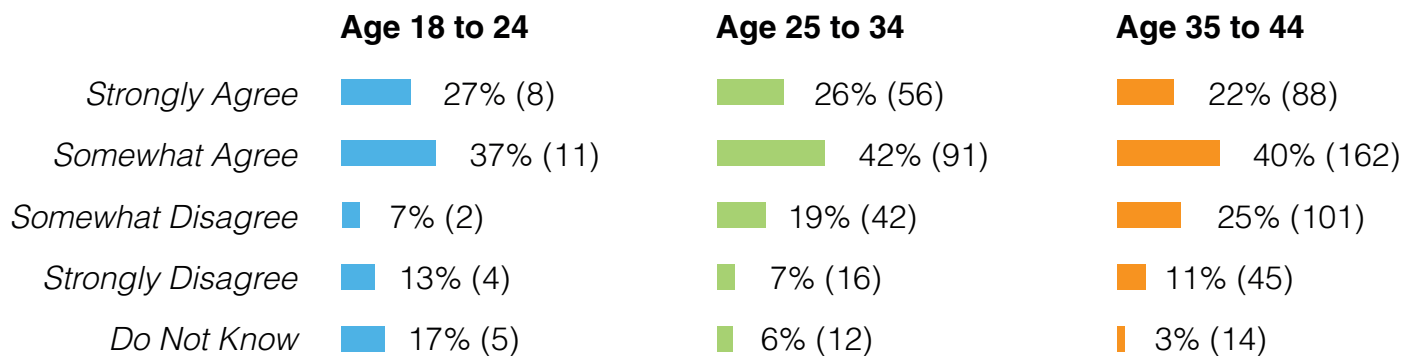
*I am excited about the direction the Council Bluffs area is headed.*



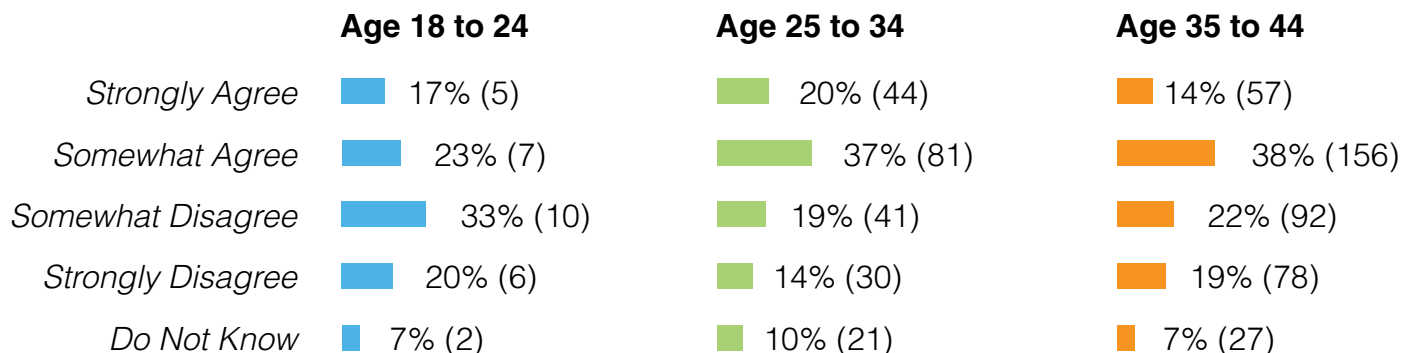
*I believe the Council Bluffs area is improving.*



*I feel optimistic about the future of the Council Bluffs area.*



*I believe the Council Bluffs area is investing in improvements that matter to me.*

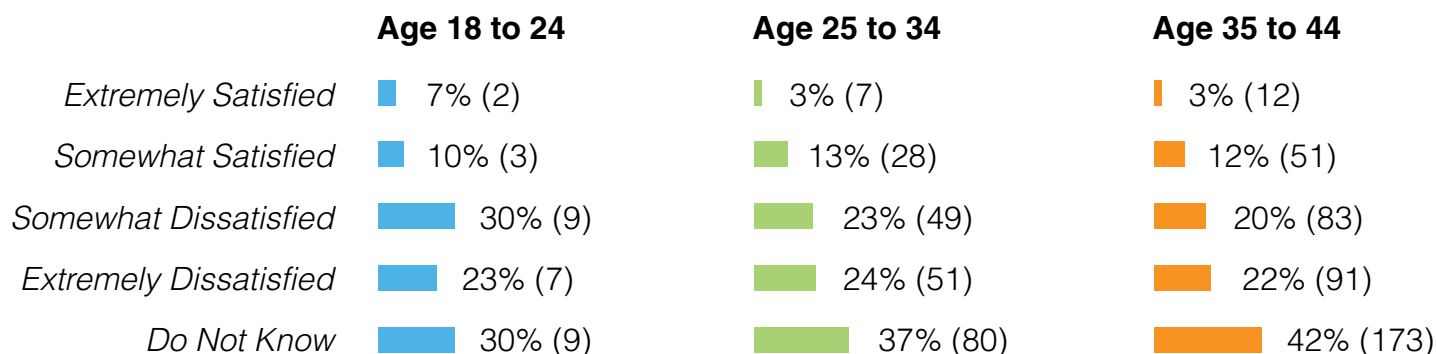


# YOUNG PROFESSIONALS RESPONSES

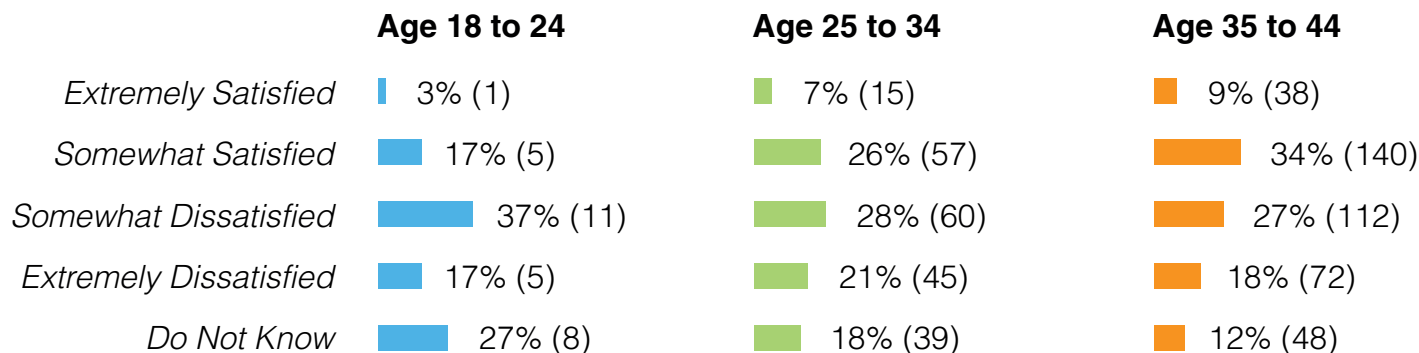
## HOUSING

### How satisfied or dissatisfied are you with the following housing conditions in the Council Bluffs area?

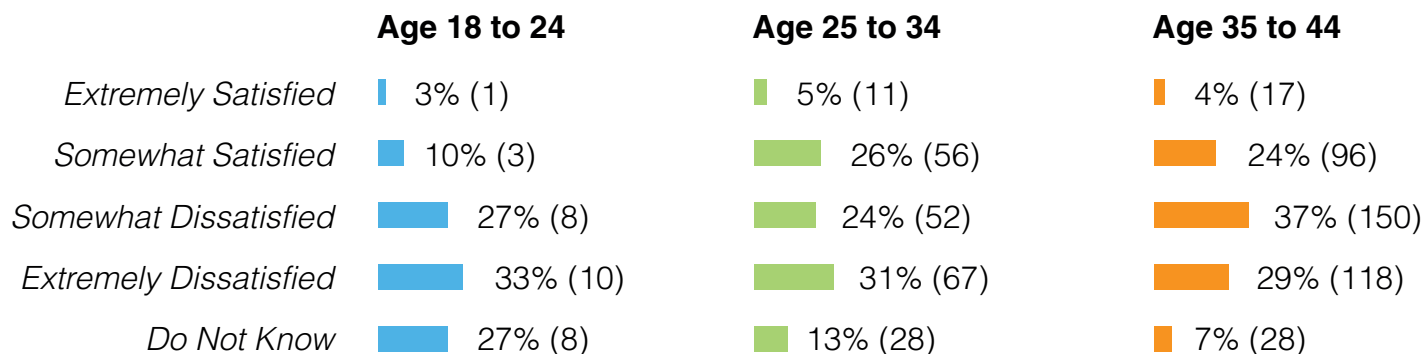
#### Availability of rental housing



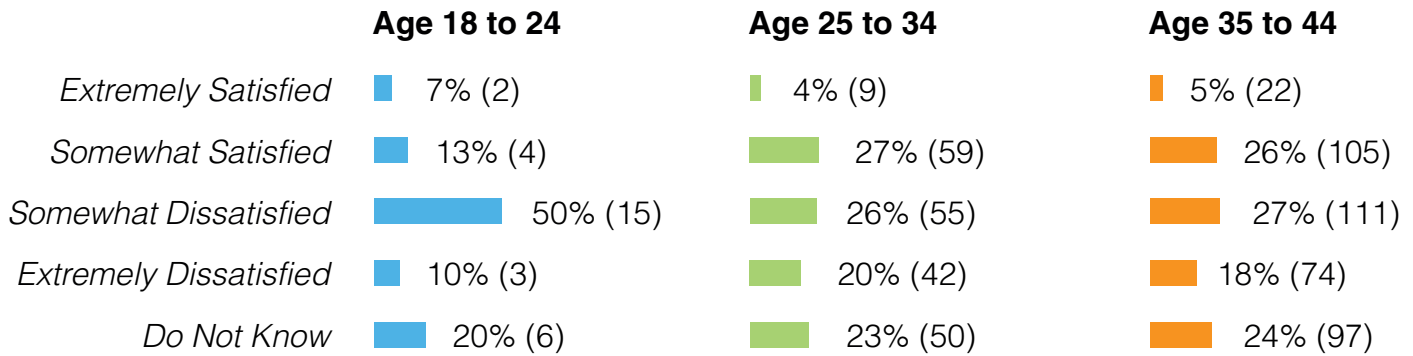
#### Opportunities to own a home



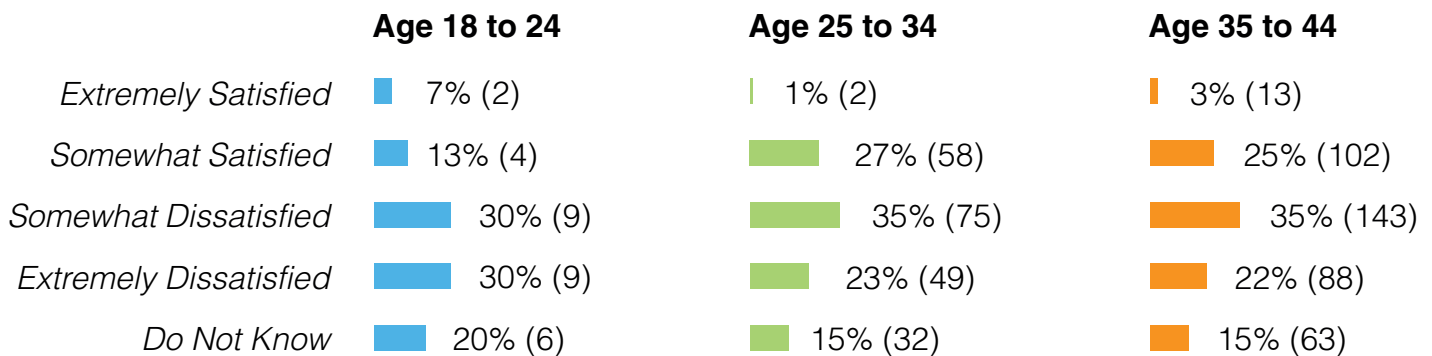
#### Affordability of homes or housing costs relative to income



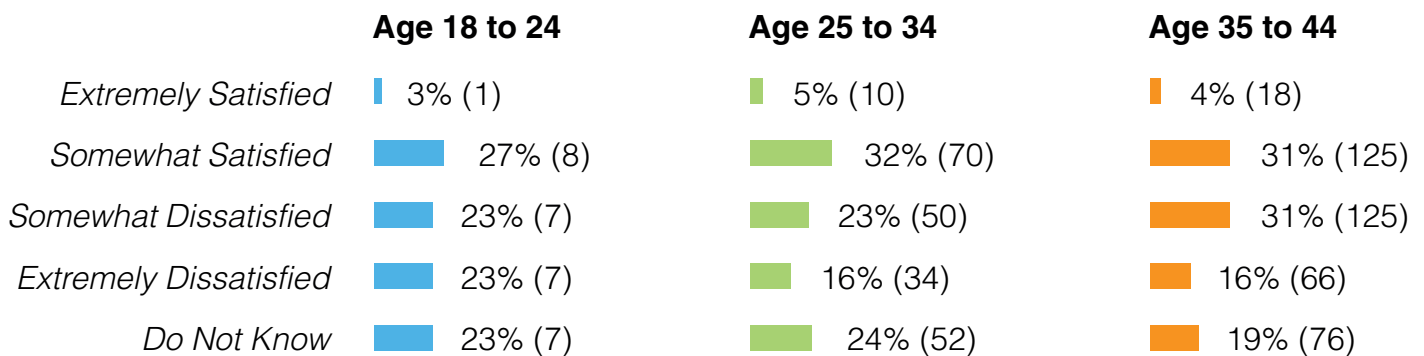
## Availability of a variety of housing types that meet your needs (single family, condos, apartments, etc.)



## Conditions and maintenance of housing



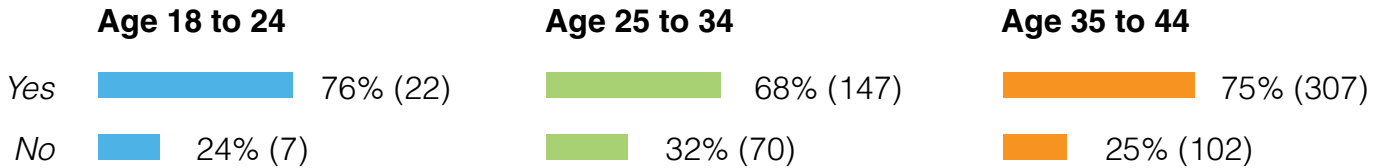
## New housing development that fits the character of the Council Bluffs area



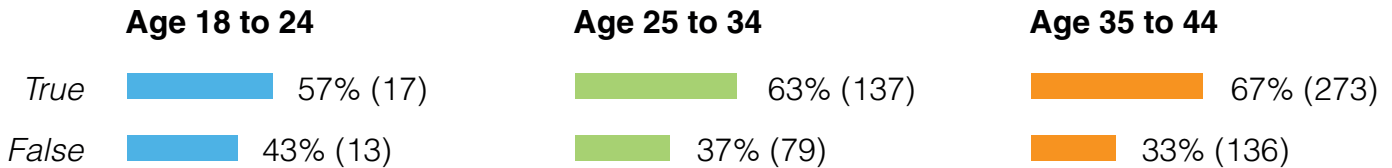
# YOUNG PROFESSIONALS RESPONSES

## CONNECTION TO THE COMMUNITY

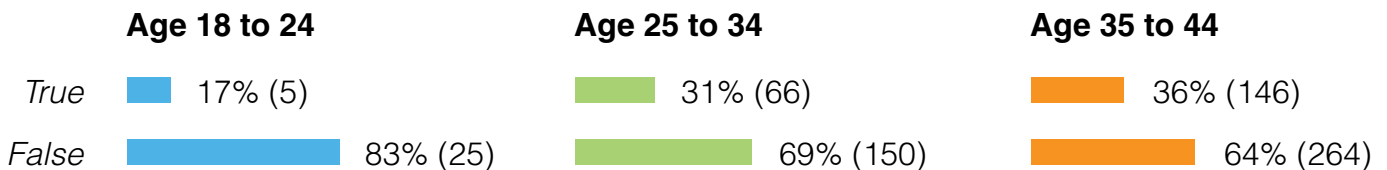
**Besides the people in your household, do you have other family that lives in the Council Bluffs area?**



**True or False? I feel connected to the Council Bluffs area.**



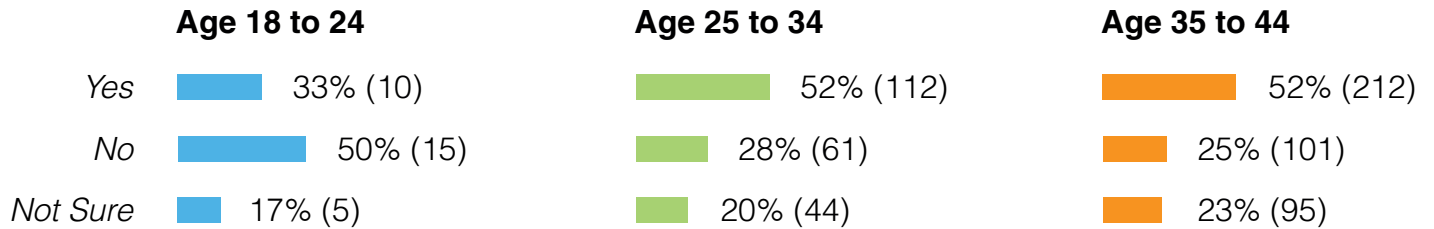
**True or False? I play a role in the Council Bluffs area.  
For example, you are involved in decision making about the community, such as events, programs, law making, or projects.**



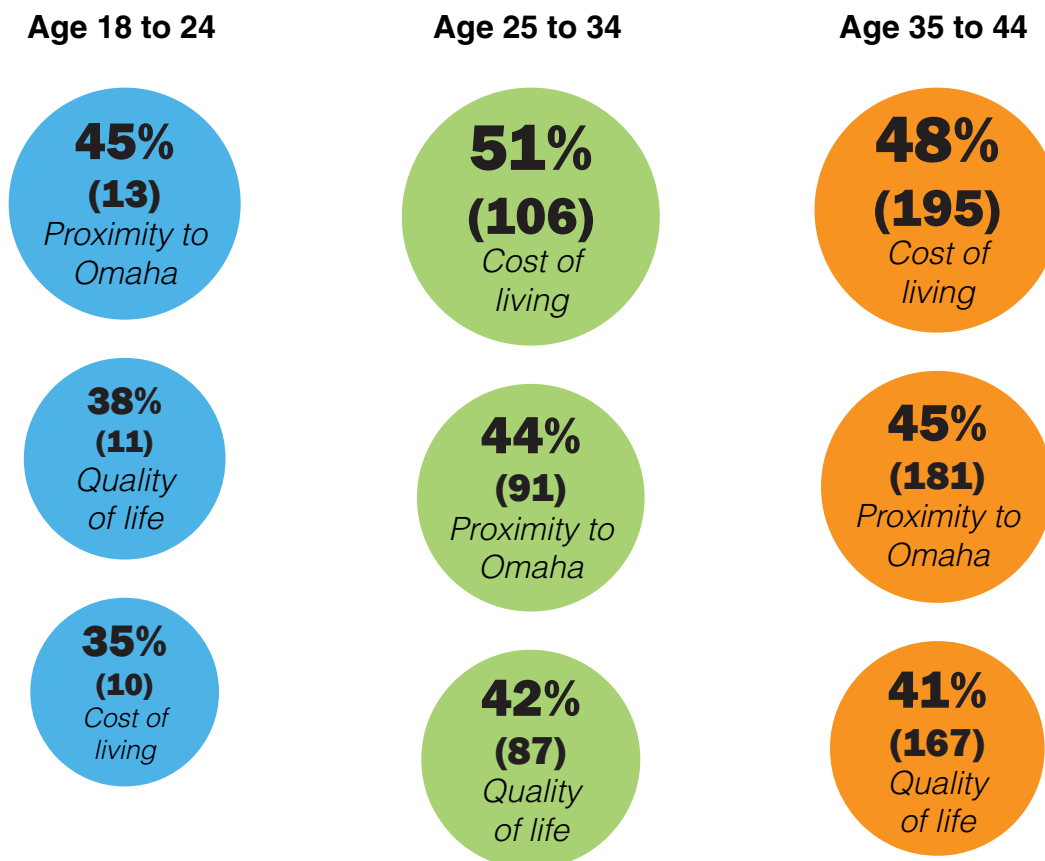
# YOUNG PROFESSIONALS RESPONSES

## TALENT ATTRACTION AND RETENTION

Would you recommend the Council Bluffs area as a place to live to those that don't currently live here?

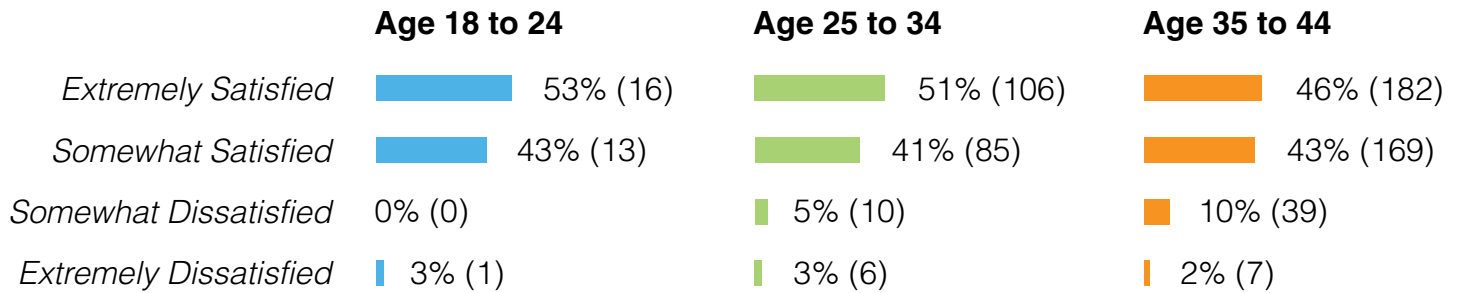


What are the main reasons for your answer? Select up to three.

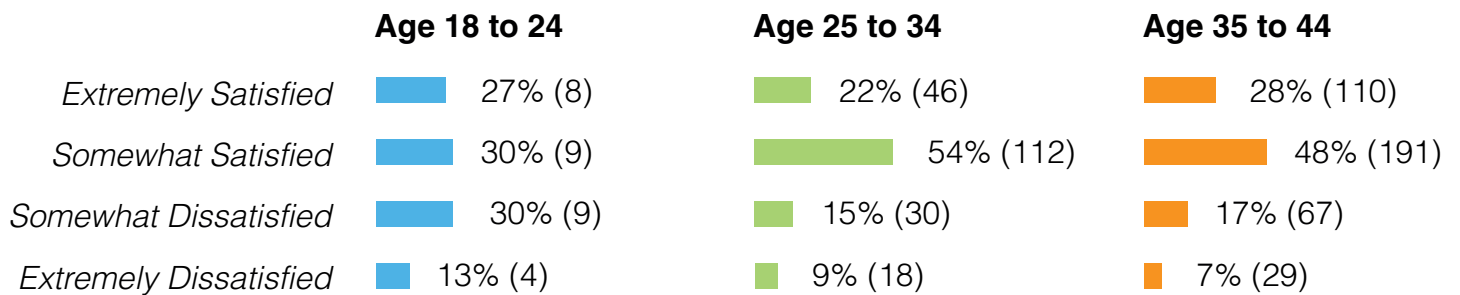


# How satisfied or dissatisfied are you with the following aspects of your job?

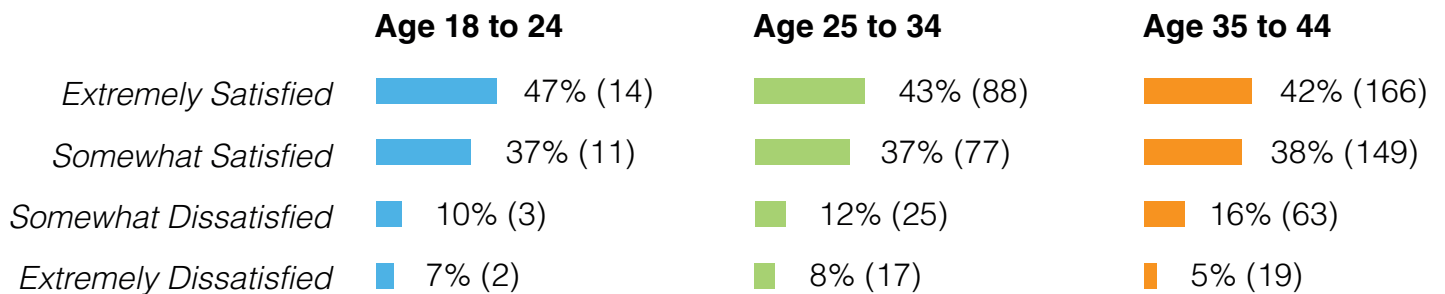
## Your job overall



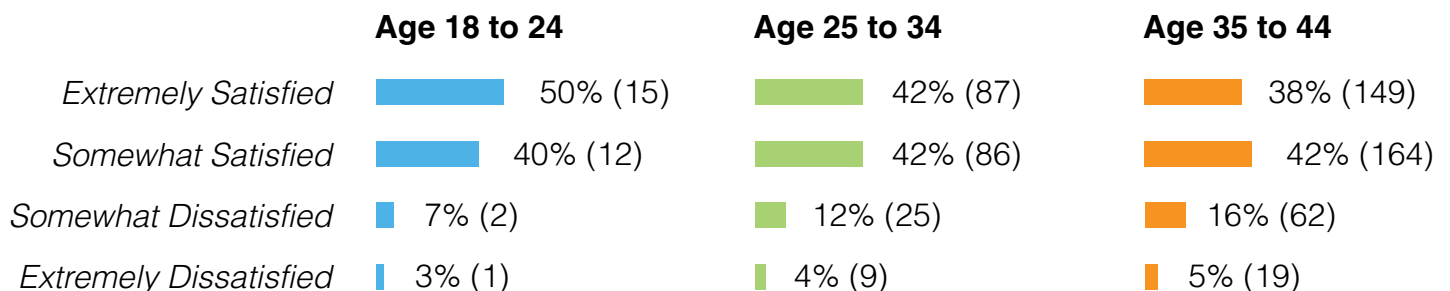
## Your pay



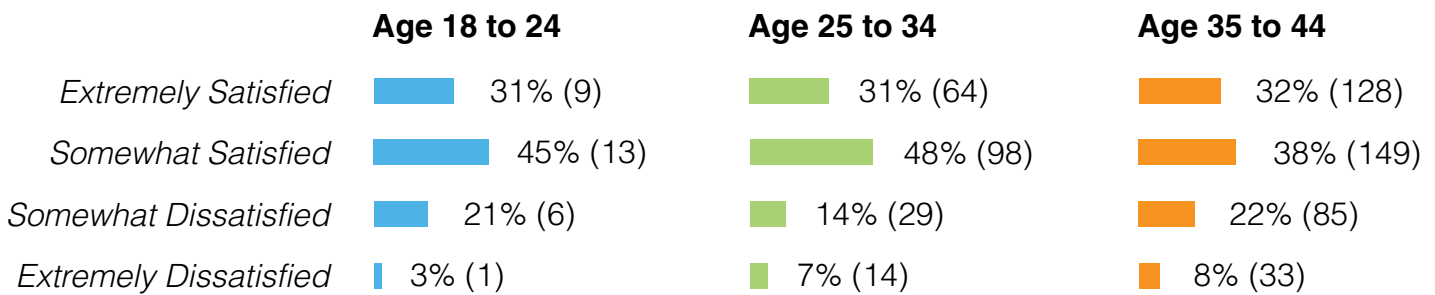
## Your work-life balance



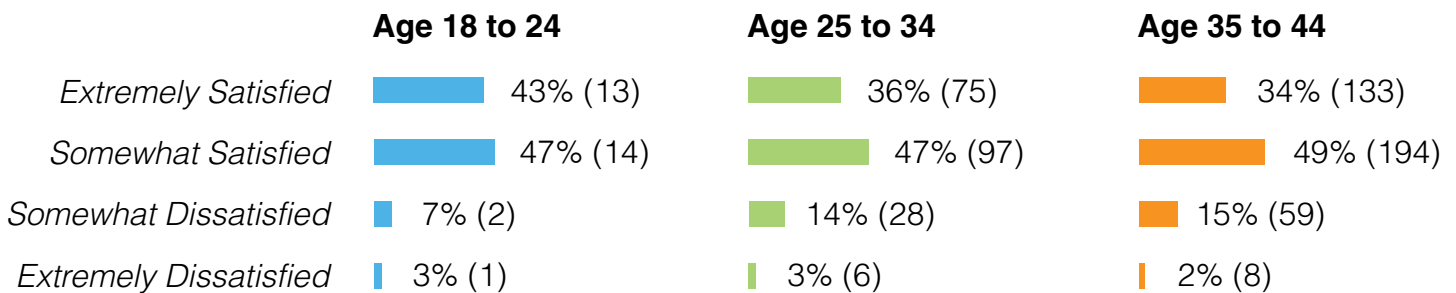
## Your opportunities for training and developing new skills



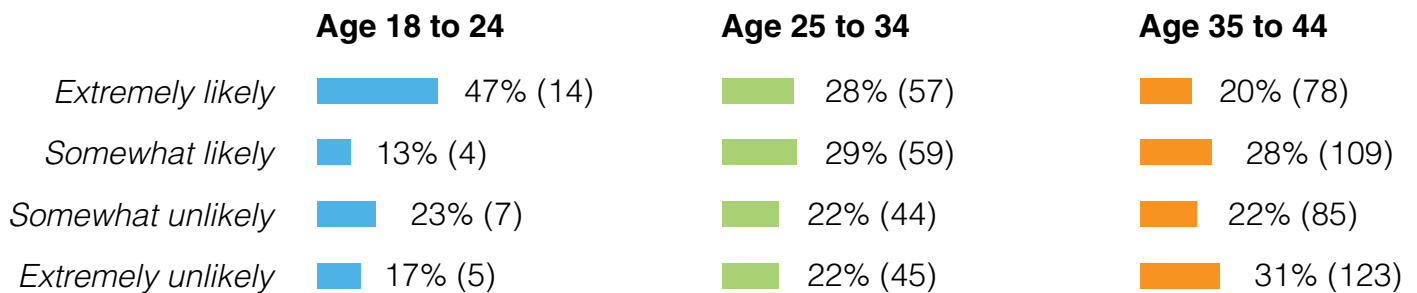
## Your opportunities for promotion and/or career advancement/career growth at work



## Connections with other professionals like you

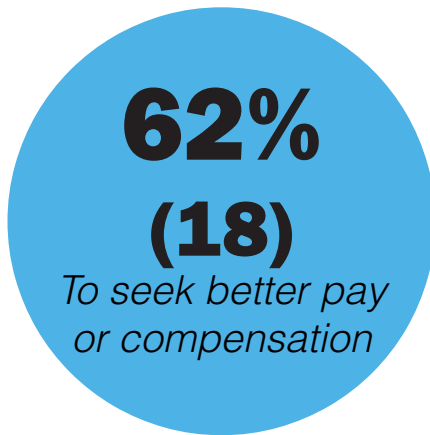


## If you were to leave your current job, how likely would you be to move out of state for your next position?

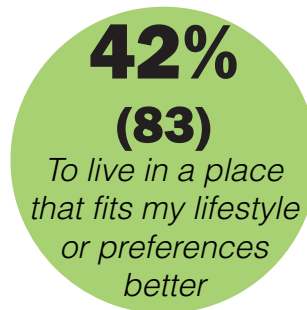
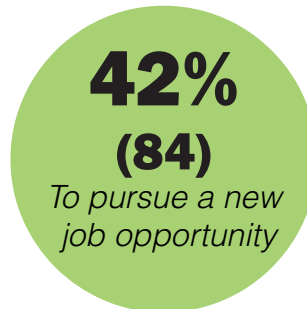
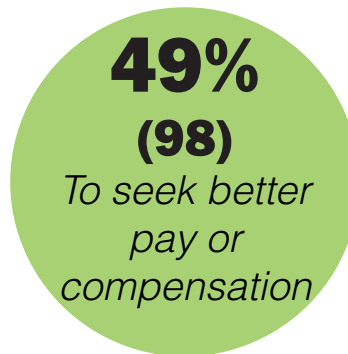


**If you were to leave, what would be your primary reasons?  
Select up to three.**

**Age 18 to 24**



**Age 25 to 34**



**Age 35 to 44**

