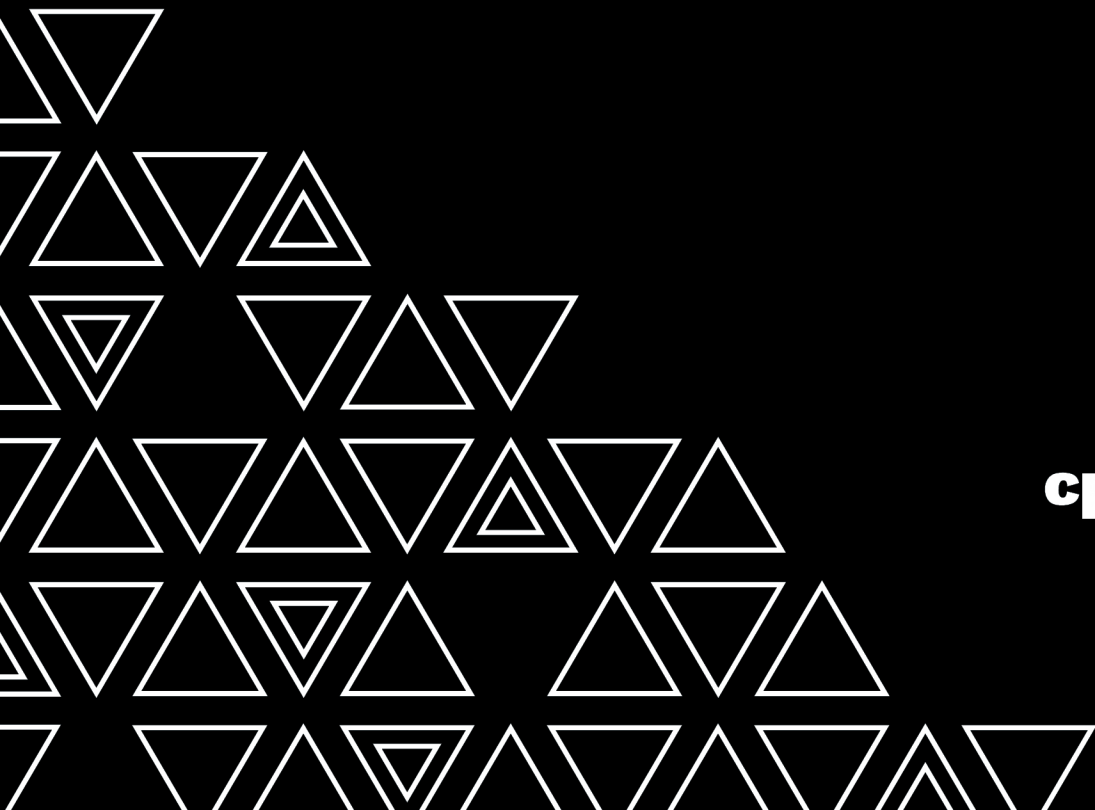




# CENTER FOR PUBLIC AFFAIRS RESEARCH



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# Greater Omaha Chamber Young Professionals Survey | 2024

**YOUNG  
PROFESSIONALS**



UNIVERSITY OF NEBRASKA AT OMAHA  
CENTER FOR PUBLIC  
AFFAIRS RESEARCH

**CODE**

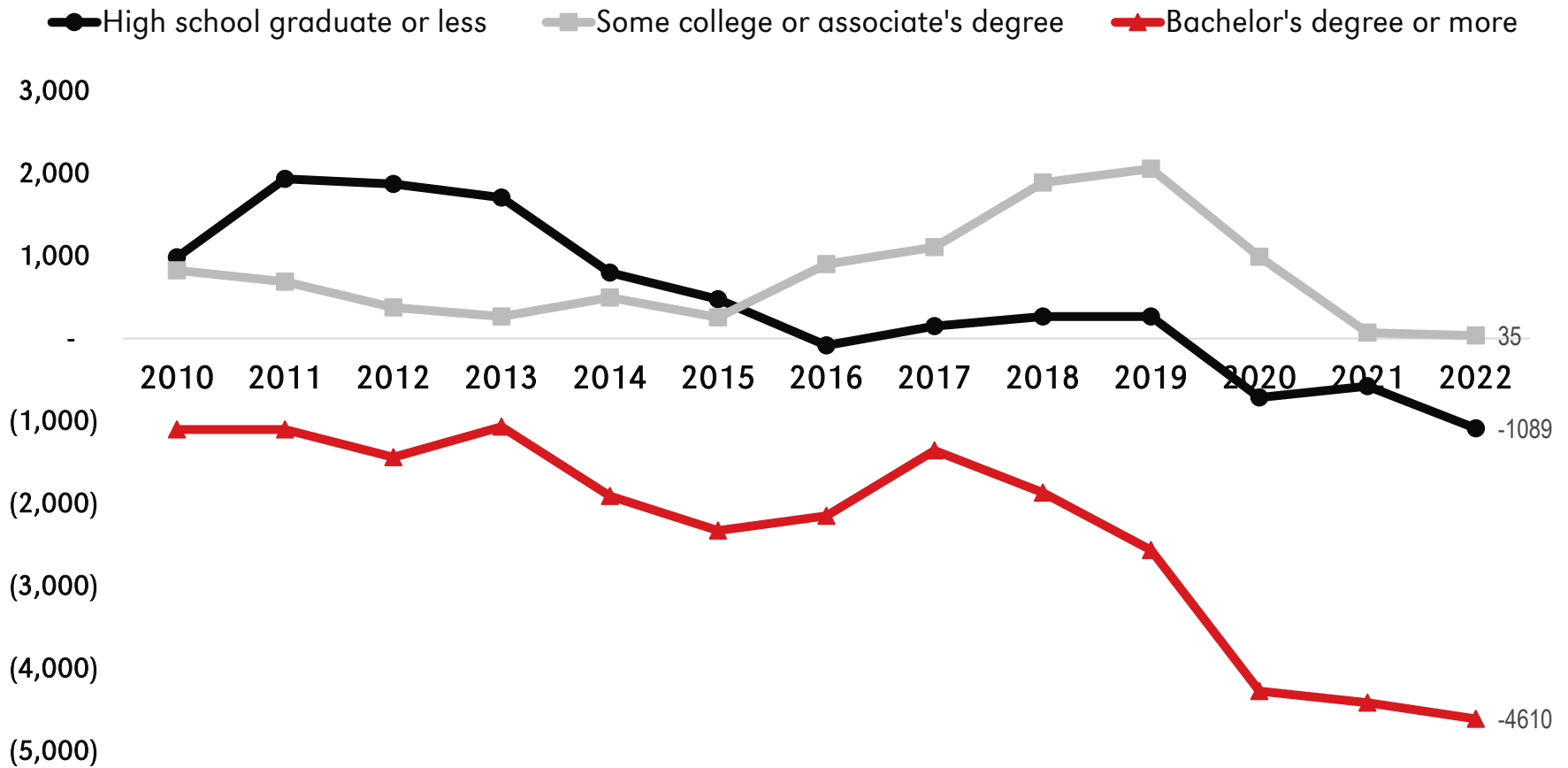
COMMITMENT to OPPORTUNITY,  
DIVERSITY *and* EQUITY

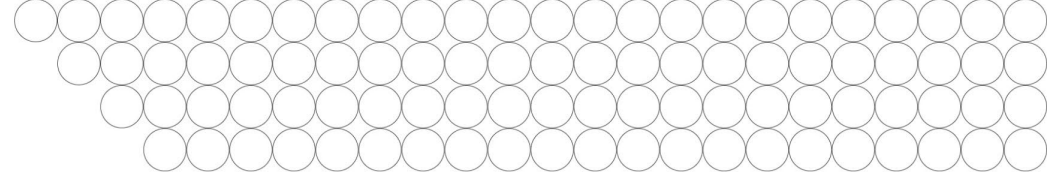


The purpose of the survey was to gather information about young professionals' experiences living and working in the Greater Omaha region to identify areas of excellence and opportunity.

# Brain-drain or net outmigration of persons with a bachelor's degree or more has persisted since 2010

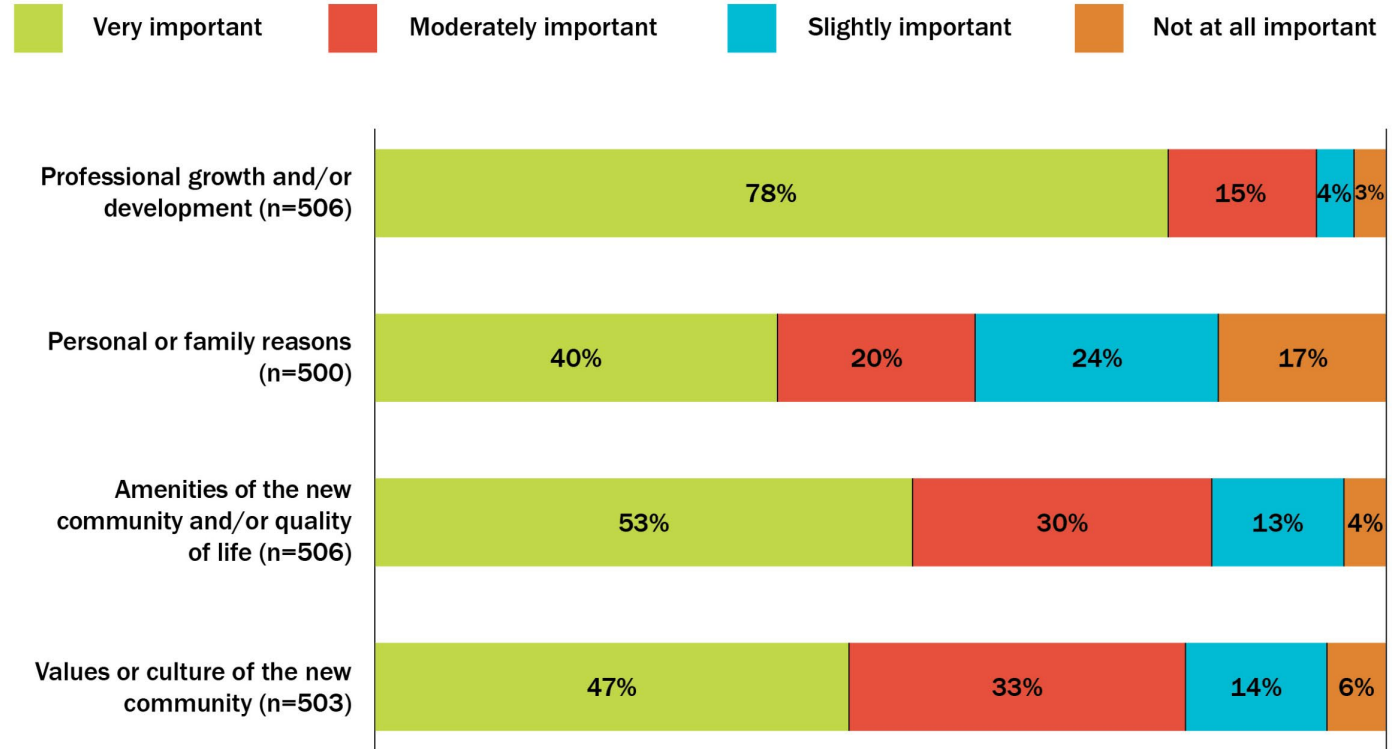
*Net migration by educational attainment for persons 25 years or older*

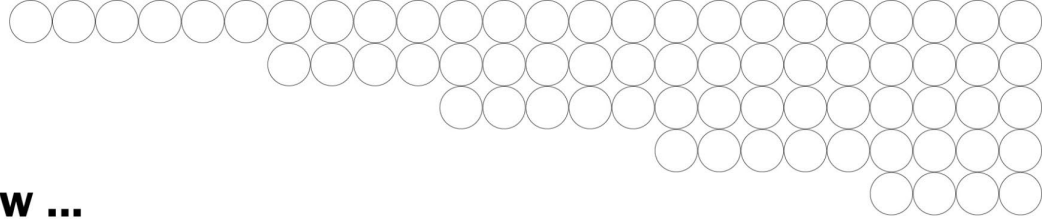




# RELOCATION

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





# WHERE YOU LIVE

## In the place you live now ...

is your professional life worse, the same, or better? (n=507)



is your personal life worse, the same, or better? (n=499)



are the community amenities worse, the same, or better? (n=497)



are the community values worse, the same, or better? (n=496)



**86%**

of persons that said **their professional life is better** in the place they live now **earn over \$50,000**



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

# PROFESSIONAL

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

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

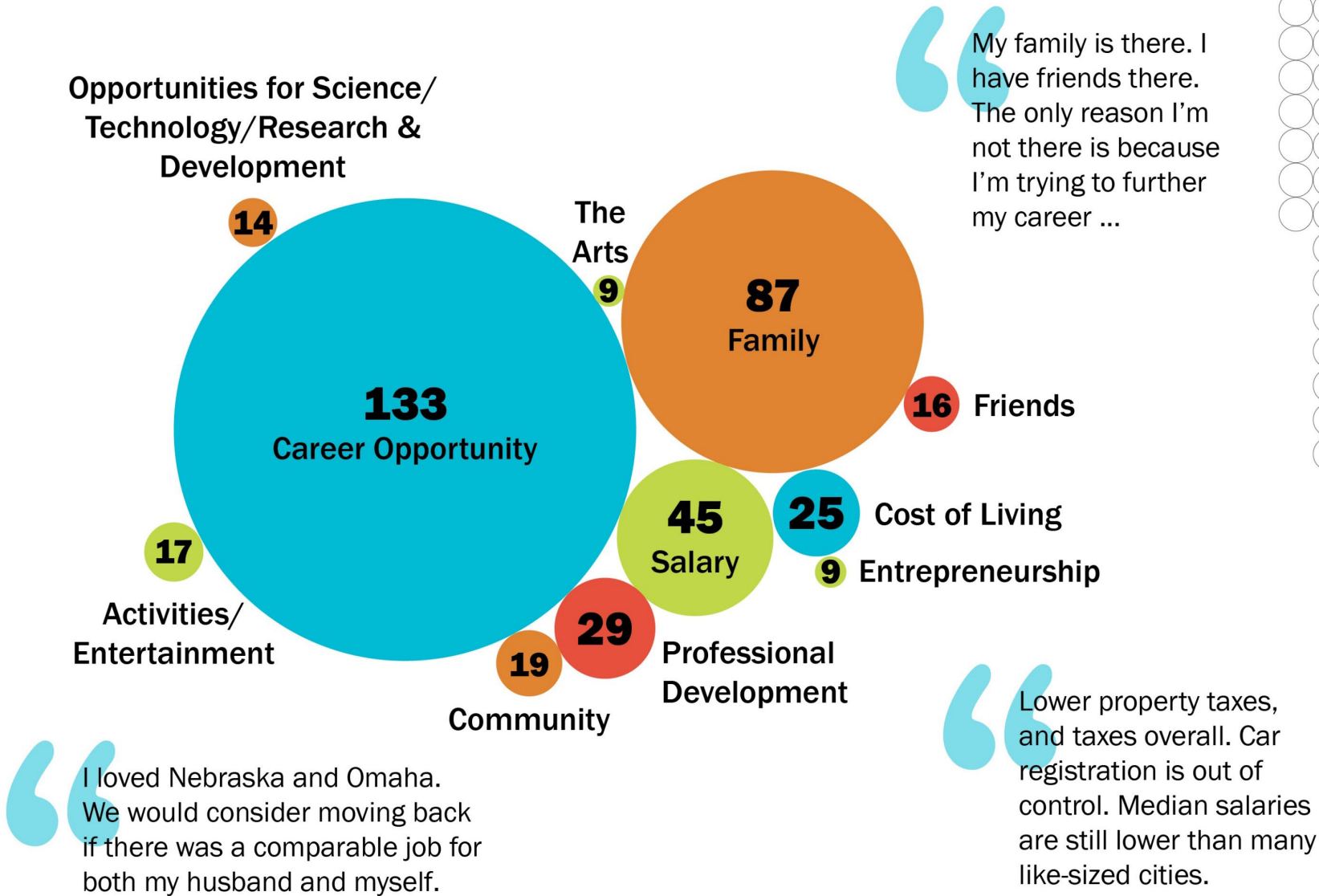
**73%**  
of  
women

**83%**  
of  
men

said that  
**professional reasons** were  
very important

# Reasons People Would Consider Moving Back to Omaha

Number of write in responses by theme

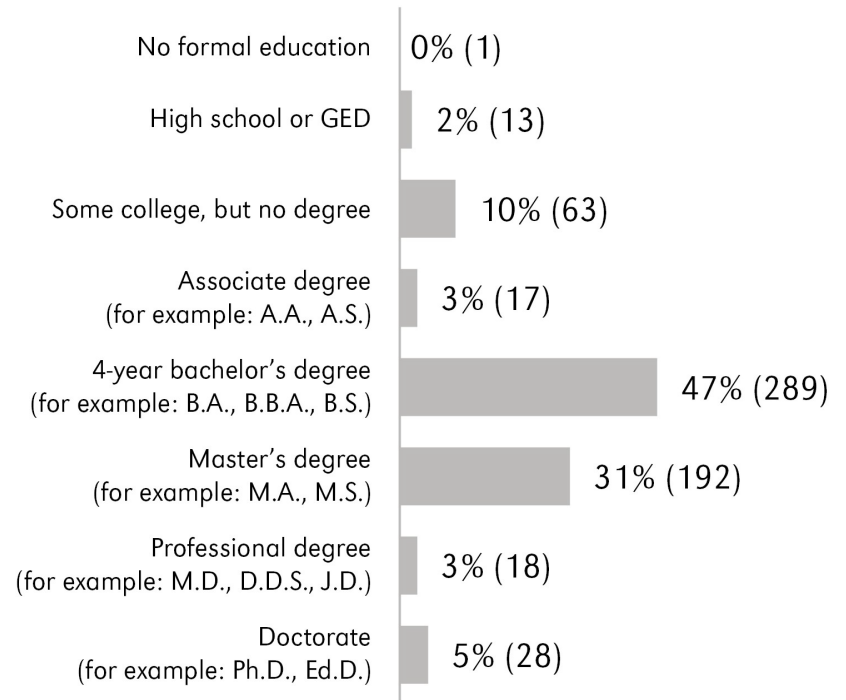


Given the importance of job opportunities among those that left the region, the focus of this survey was job opportunities and workplace culture for those still here.

Approximately 690 young professionals from the Greater Omaha region participated.

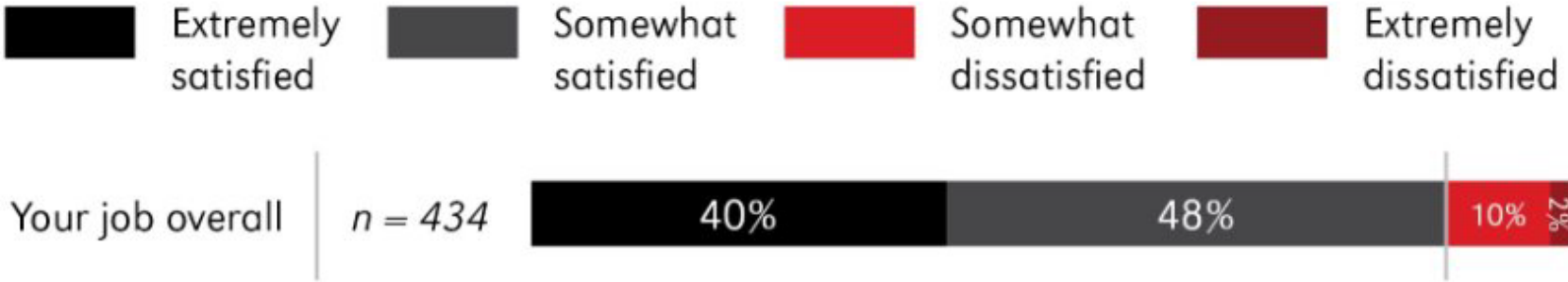
Participants were primarily:

- Female-identifying, 66%
- White, 74%
- Long-time residents of the Greater Omaha region, 64%
- Employed full-time, 91%

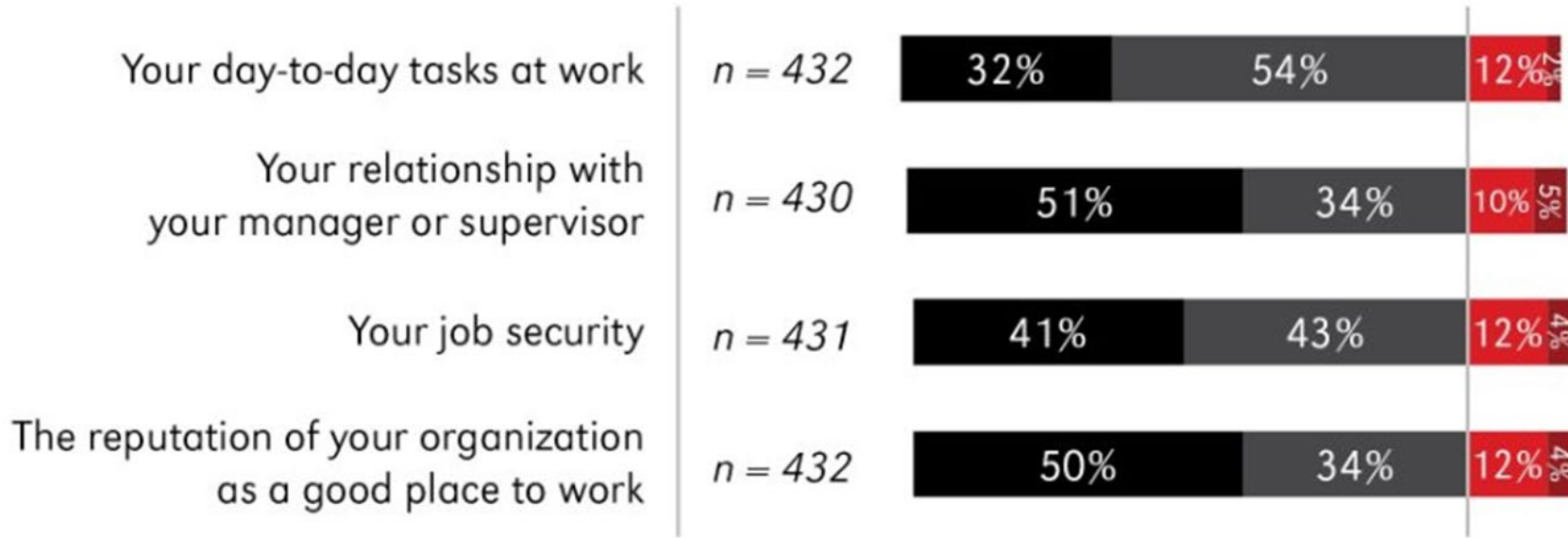




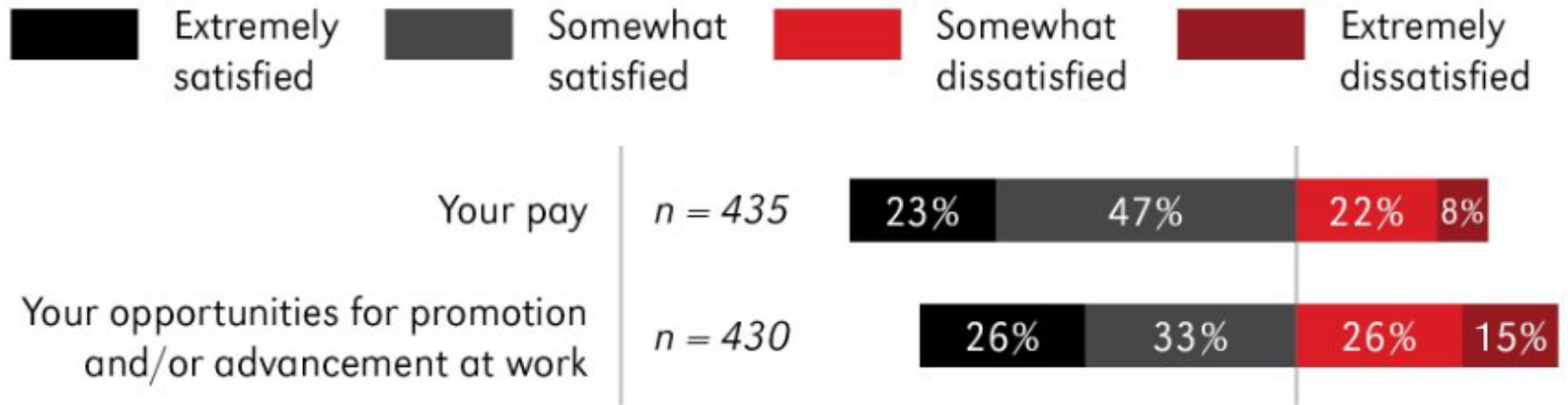
# Satisfaction with Job Overall



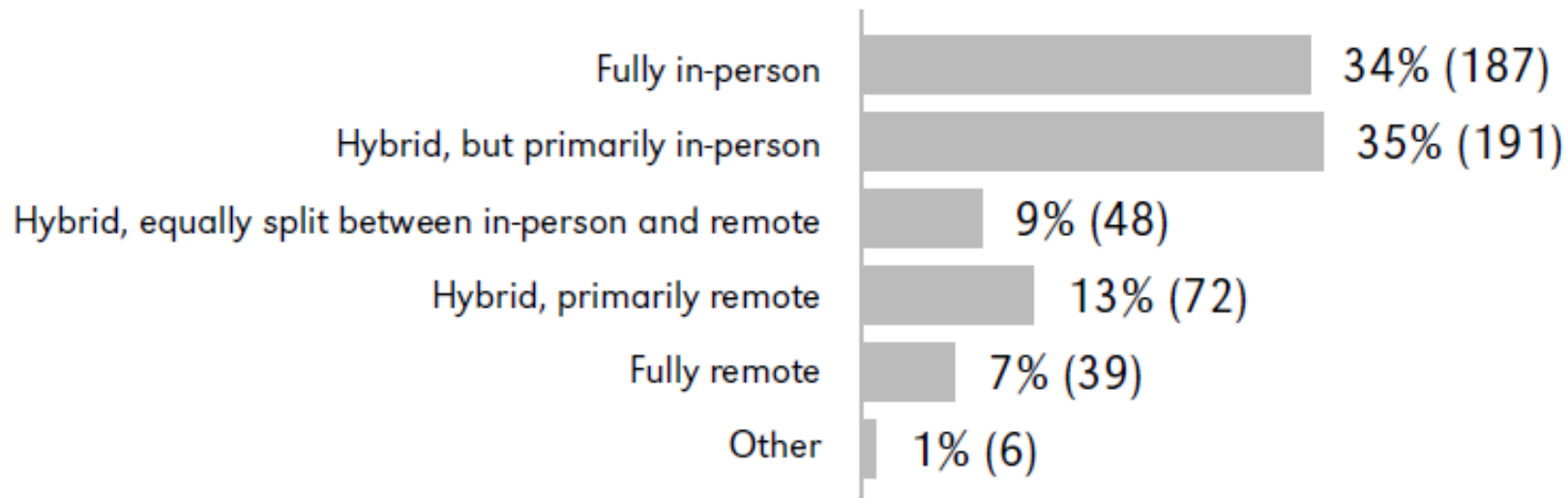
# Highest-Rated Workplace Factors



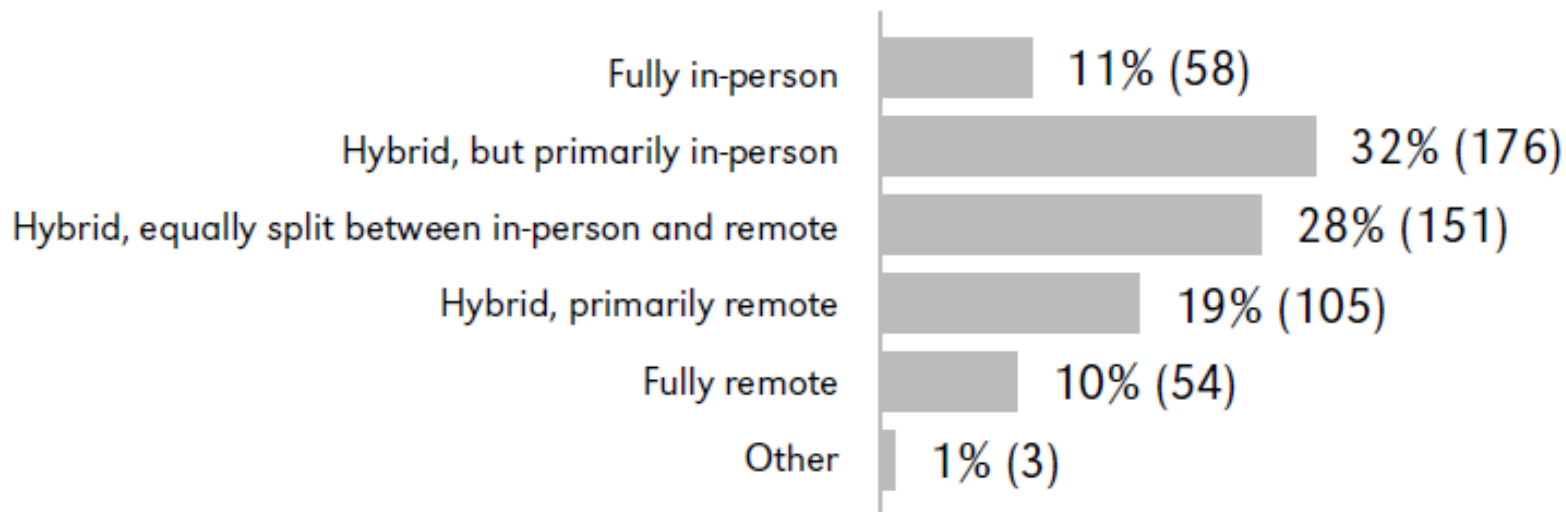
# Lowest-Rated Workplace Factors



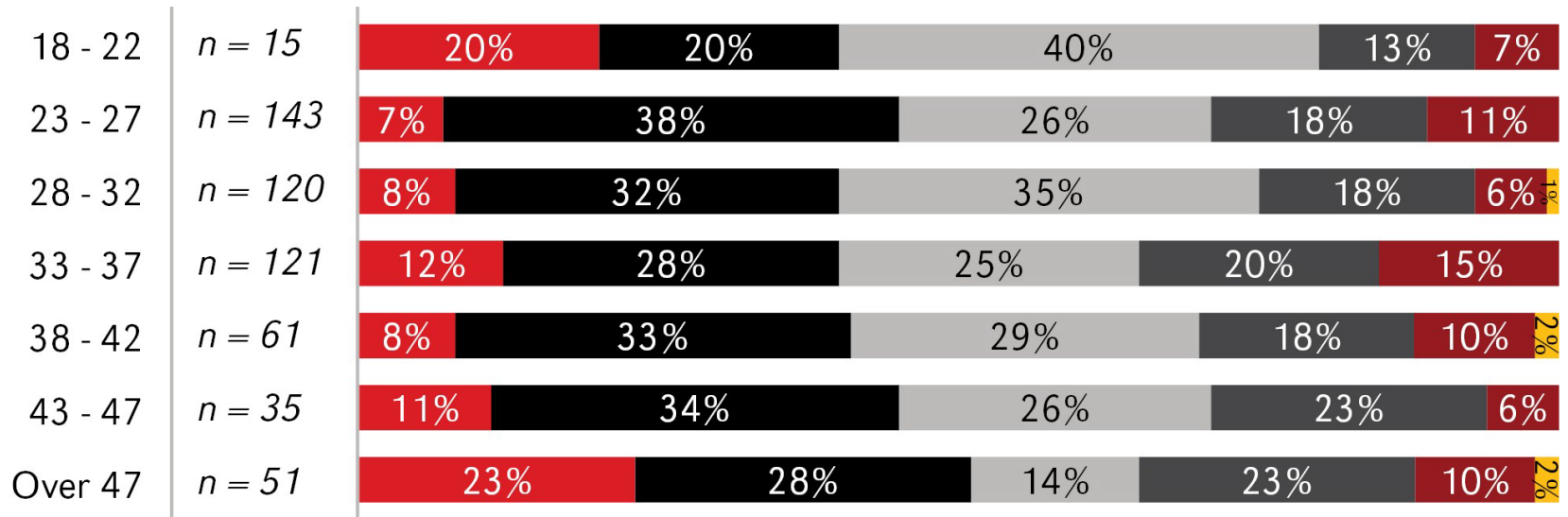
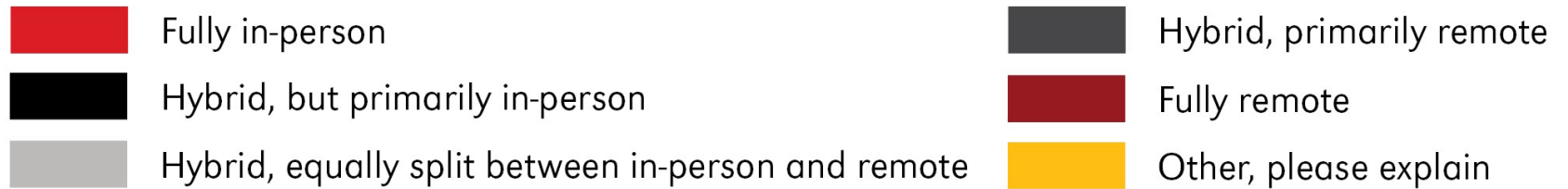
## Current Work Environment



## Most Appealing Work Environment



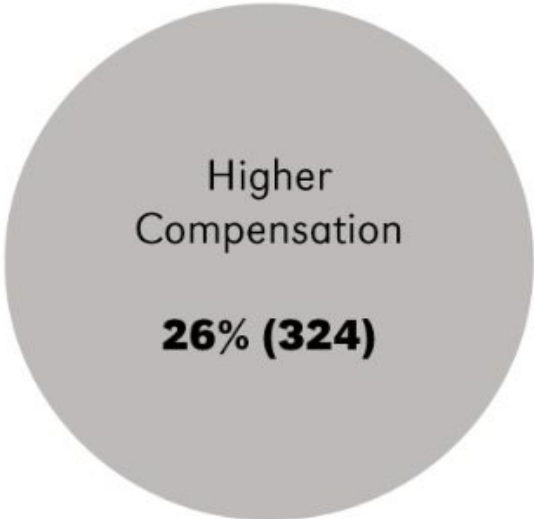
# Most Appealing Work Environment, by Age



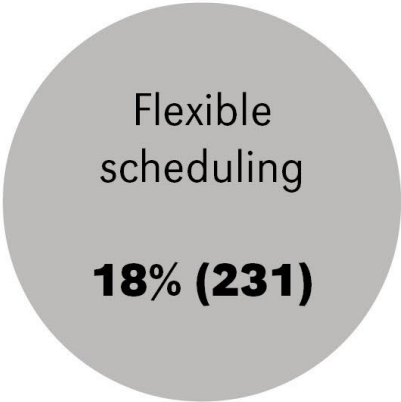
## Likelihood to Leave Job in the Next Year



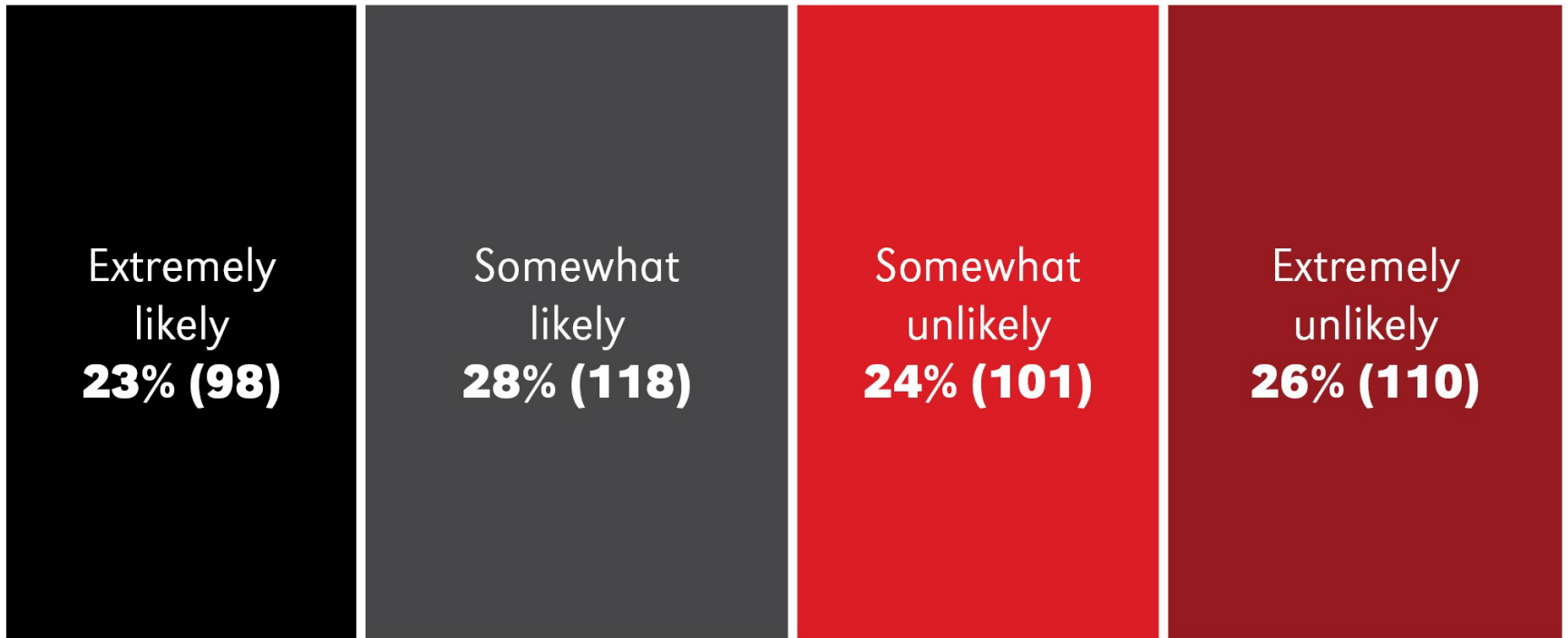
# Key Factors When Considering a New Job Opportunity



# Most Important Workplace Benefits



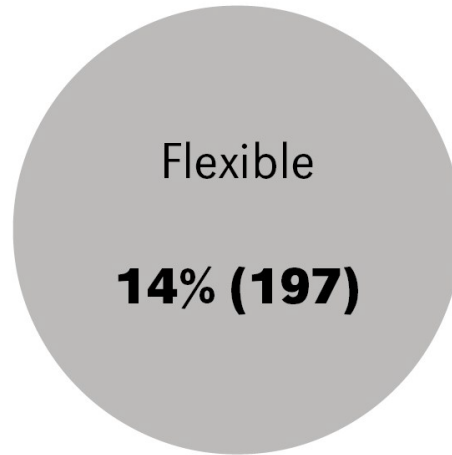
## If You Leave, Likelihood to Go Out of State



# Ideal Workplace Culture

“ The culture of fun and employee engagement never recovered from COVID.

“ I dislike that my organization is unwilling to change with the trends of the new workforce and they will start to lose good employees for lack of benefits.

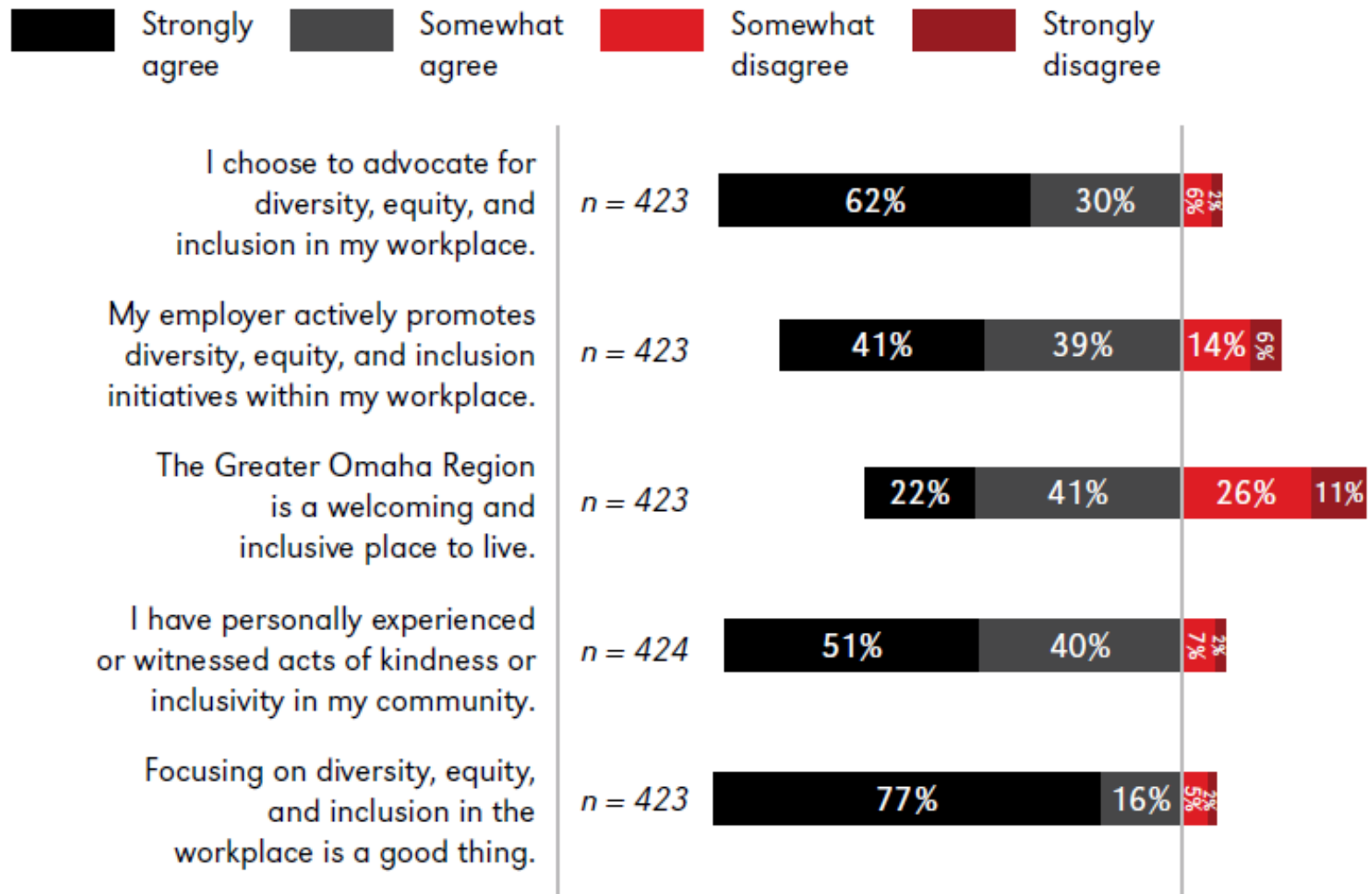


- 12% (172) Transparent
- 11% (146) Engaging
- 9% (130) Innovative
- 9% (129) Belonging
- 9% (125) Trusting
- 4% (51) Autonomous
- 3% (44) Fast-paced

“ I like the flexibility. I don't like that most of the work is remote. It makes it hard to communicate with coworkers and get to know them. I love how incentivized my workplace is.

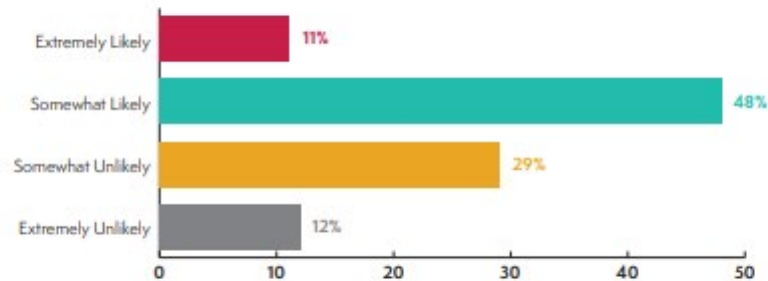


# Diversity, Equity, and Inclusion



## SAFETY & WELCOMING

How likely are you to be an advocate for diversity and inclusion in your community? (Some examples of advocating for diversity include sharing information about diversity and inclusion and volunteering with organizations working on diversity and inclusion topics in the community.)



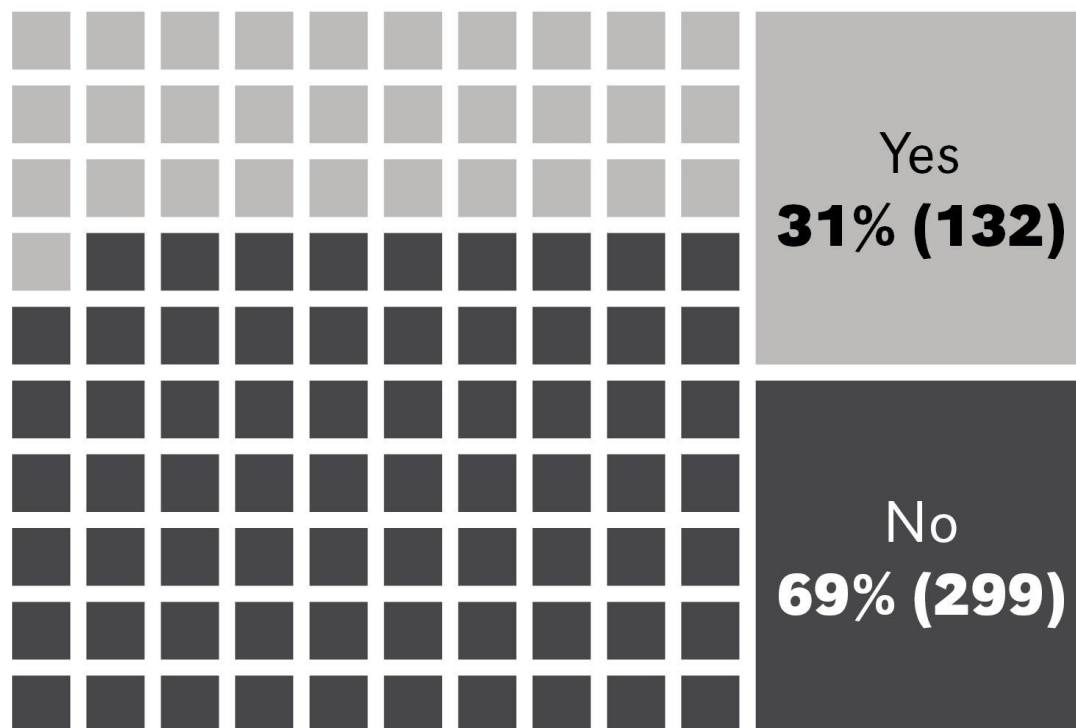
“ Activities and events tuned towards oneness, unity, and respect. ”

“ Provide safety for everyone no matter race, sexuality, or opinions. ”

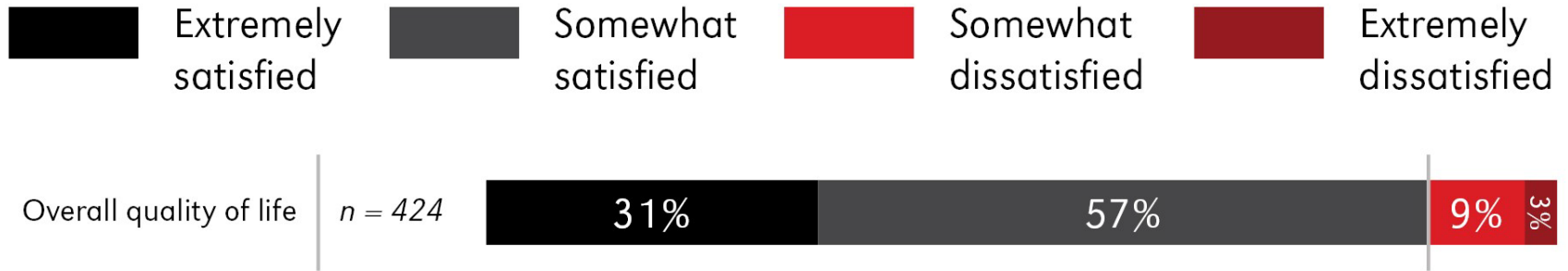
“ The ability to handle differences better. ”



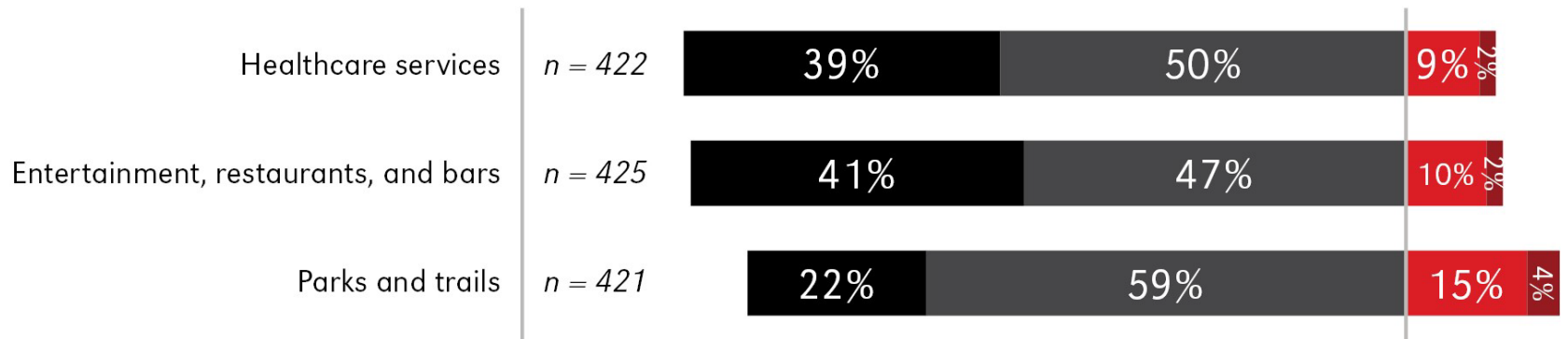
Have you experienced discrimination or been treated unfairly by an employer because of your age, race, gender, sexual orientation, physical, or mental illness?



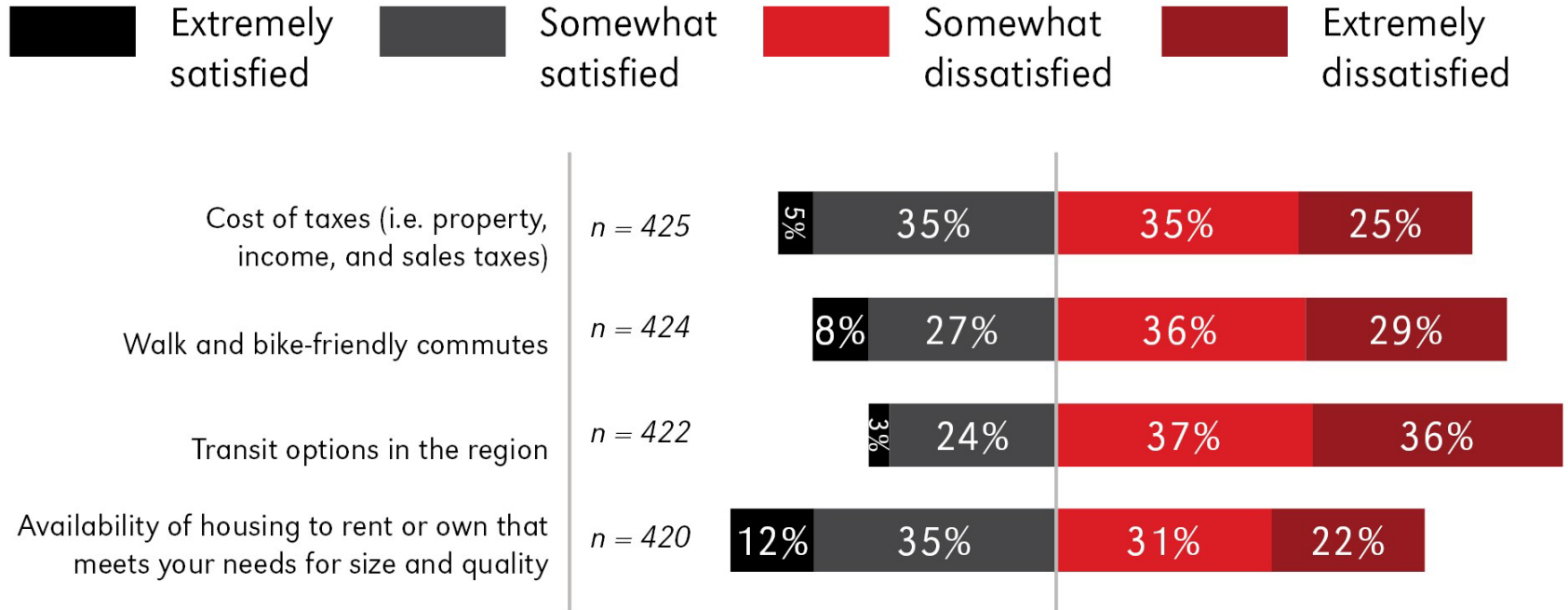
# Ratings of Overall Quality of Life



# Highest-Rated Quality of Life Factors



# Lowest-Rated Quality of Life Factors



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by CPAR Staff



## State Data Center

Demographic Data  
Organized by State  
and County



## State Policy Initiative

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



## Governing

Interactive Visualizations  
of Data Across the  
United States

The Center for Public  
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collaboratively produces  
and disseminates high-  
quality public scholarship  
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