

2020

## Greater Omaha Chamber Young Professionals Nebraska's Exit Survey

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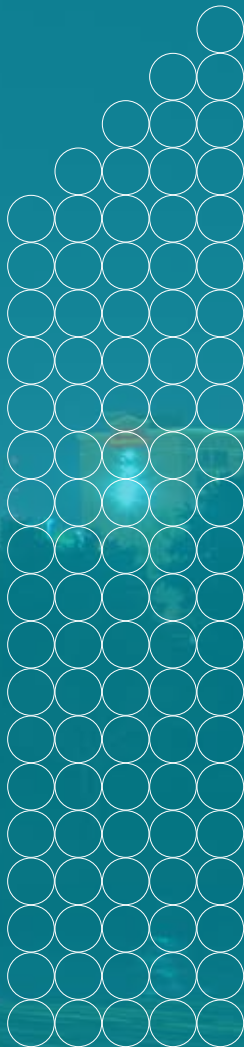
# NEBRASKA'S EXIT SURVEY

2020



YOUNG PROFESSIONALS

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





UNIVERSITY OF NEBRASKA AT OMAHA  
**CENTER FOR PUBLIC AFFAIRS RESEARCH**

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## **ABOUT US:**

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 provide and support the collection and wide dissemination of public affairs knowledge to directly improve the quality of life of residents of Nebraska and support the capacity of other agencies to do so as well.

## **CONTACT US:**

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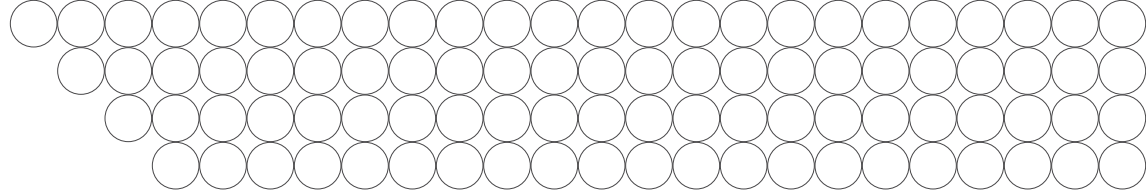
[cpar.unomaha.edu](http://cpar.unomaha.edu)

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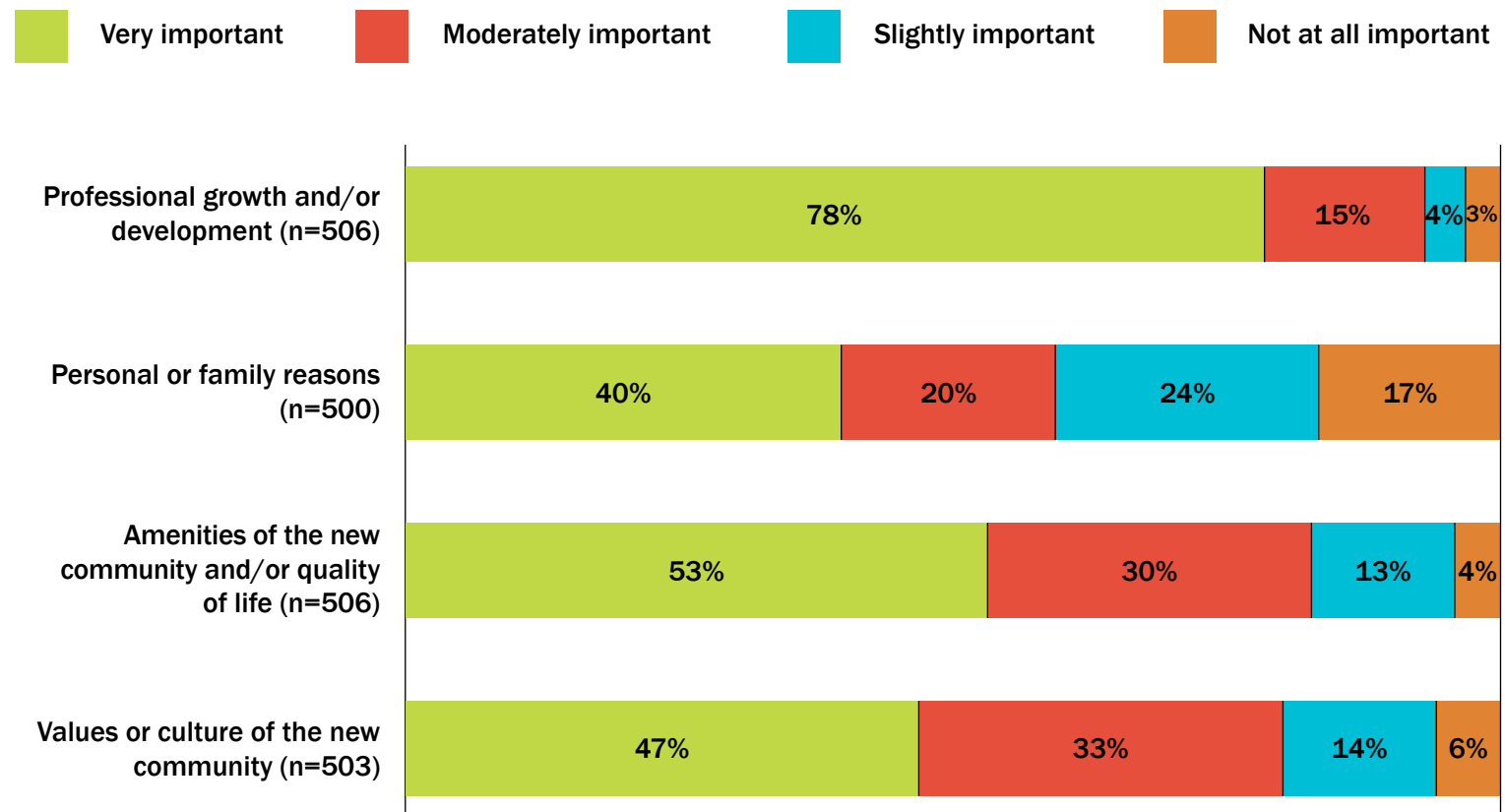
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*The data, statements, findings,  
and conclusions in this report do  
not reflect the views and policies  
of the Greater Omaha Chamber.*



# RELOCATION

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





# COSTS

**When you decided to leave Nebraska, were any of these costs a determining factor? *Select all that apply.***

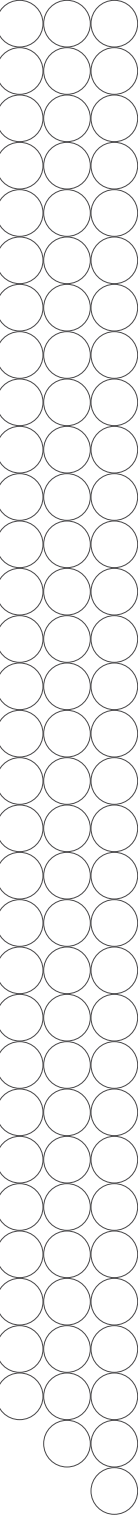
|                        | PERCENT YES | n  |
|------------------------|-------------|----|
| Cost of housing        | 16%         | 88 |
| Cost of property taxes | 14%         | 79 |
| Cost of income taxes   | 12%         | 66 |
| Cost of sales taxes    | 8%          | 43 |
| Cost of healthcare     | 7%          | 40 |
| Cost of utilities      | 6%          | 31 |
| Cost of insurance      | 6%          | 33 |
| Other                  | 2%          | 6  |

Other consisted of: car registration, cost of higher education, cost of transportation, cost of cable, general cost of living, taxes are ridiculously high in Nebraska

**10** people specifically said that **cost** was **lower** in Nebraska and **not** the reason

“A lot of the cost was the reason to stay.”

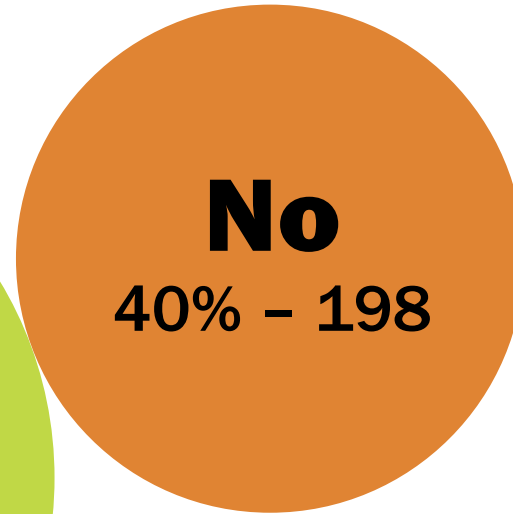
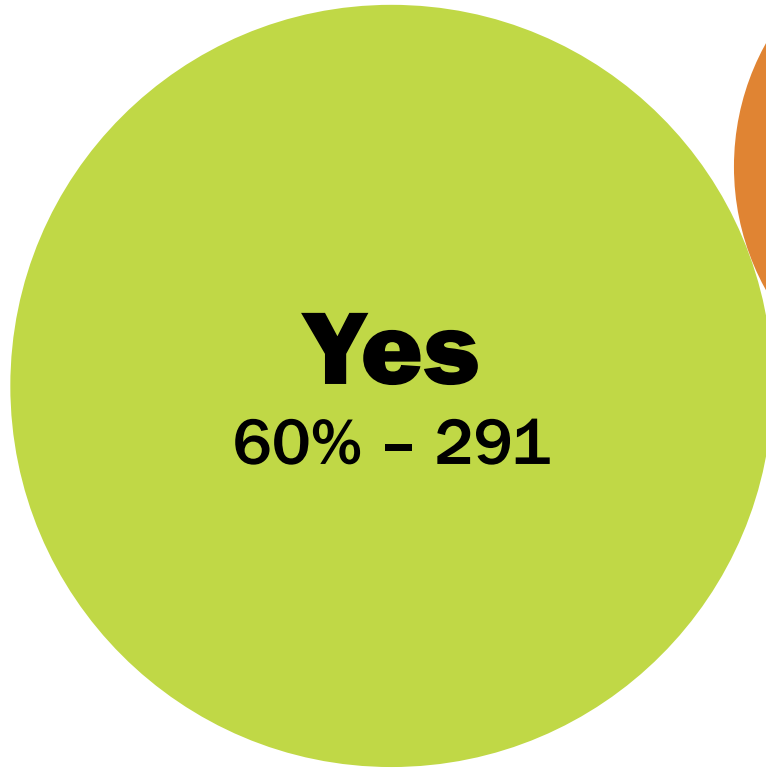
“None of these are of importance. Nebraska young professionals are leaving to explore or to find places that better reflect their progressive values. The latter describes me.”



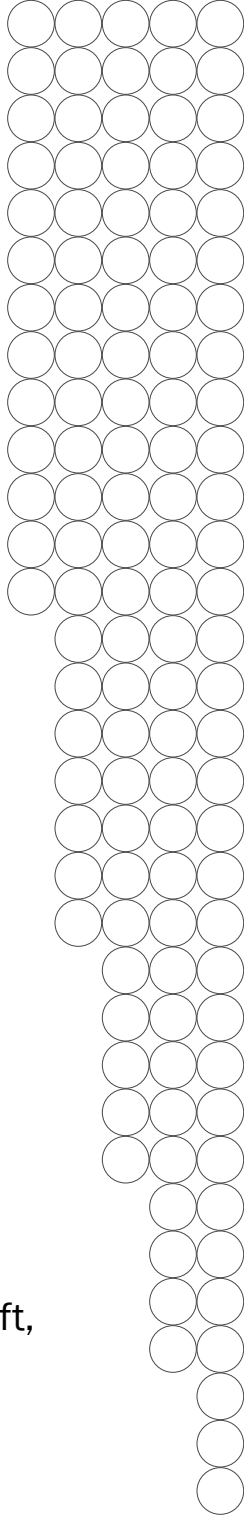


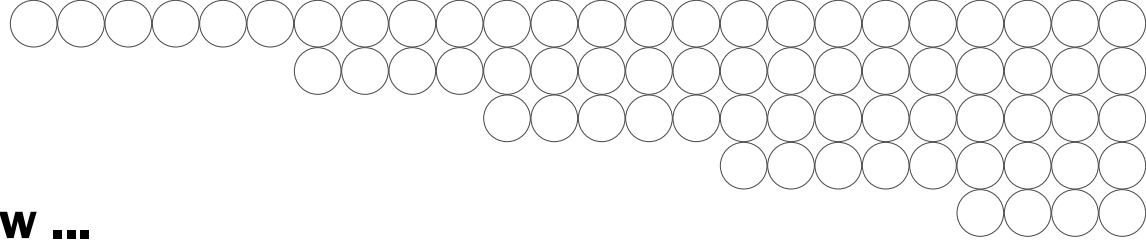
## Would you consider returning to the Omaha-Council Bluffs region?

OMAHA



“I am actively looking and trying to get back to Nebraska, particularly Lincoln. A good job opportunity and I would leave without question...I am glad I left, got out of my comfort zone but now I'm ready to come back.”





# 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**

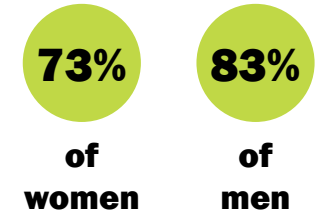


# PROFESSIONAL

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

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

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



said that  
**professional reasons** were  
very important







# PERSONAL LIFE

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

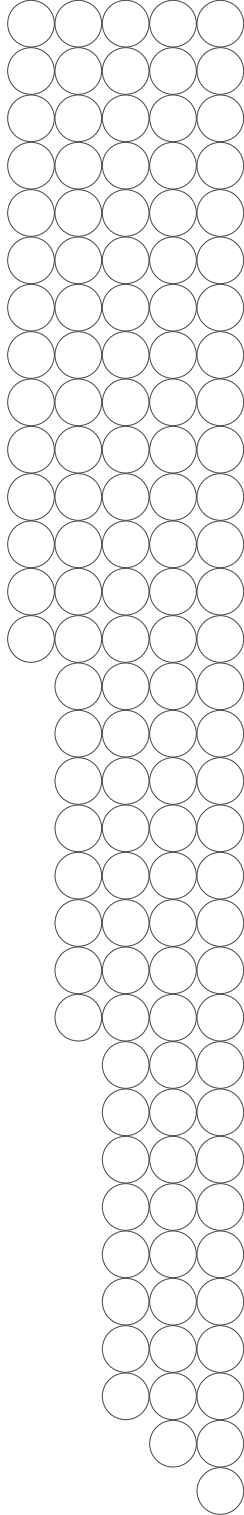
|   | PERCENT YES | n   |
|---|-------------|-----|
| Improved physical health and well-being | 31%         | 177 |
| Stronger friendships                    | 18%         | 101 |
| Educational enrichment                  | 17%         | 93  |
| Place to raise a family                 | 13%         | 75  |
| Spiritual growth                        | 13%         | 73  |
| Other                                   | 12%         | 67  |
| Closer to family members                | 12%         | 66  |

Other consisted of: diversity, weather, culture, progressive

**44%**  
of women  
said that **personal reasons** were very important

**36%**  
of men

“Culture that promotes work-life balance and healthy lifestyle [is better in the place that I live now].”





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

# COMMUNITY

|  | PERCENT YES | n   |
|--|-------------|-----|
| Entertainment                                      | 45%         | 255 |
| Recreation   | 44%         | 250 |
| Diverse populations                                | 44%         | 245 |
| Dining   | 41%         | 231 |
| Public transit                                     | 39%         | 218 |
| Weather, climate and/or access to natural features | 35%         | 196 |
| Economic development                               | 31%         | 175 |
| Welcoming-ness                                     | 13%         | 71  |
| Cost of living                                     | 6%          | 34  |
| Other  | 2%          | 11  |
| Smaller city                                       | 2%          | 9   |

Other consisted of: beaches, politics, global hub, professional sports

**57%**

**of women**

said that **amenities** were very important

**50%**

**of men**



# VALUES

## What values are better in the place you live now? Select all that apply.

|                          | PERCENT | n   |
|--------------------------|---------|-----|
| Diversity                | 26%     | 147 |
| Inclusivity              | 24%     | 136 |
| Politics                 | 21%     | 118 |
| History/heritage         | 14%     | 81  |
| Sense of community pride | 13%     | 75  |
| Religion                 | 8%      | 45  |
| Other                    | 2%      | 10  |

Other consisted of: environmentally aware, government support for start ups, value placed on quality education

“The creative, unique, and diverse trends of the young/creative people in Denver is so much fun. Whether it be art (ex: Crush the Walls Festival/Meow Wolf), restaurants (diverse/quality offerings in every neighborhood), drinks (I have 6 breweries within a 5 minute walk of my house), or events (ex: Art Walks in 15 neighborhoods). It is the mindset of neighbors choosing to spend money at local stores that gets me excited. Denverites have raised their taxes multiple times to support the public Museums. Financial support of public art is amazing. The blooming international cultures here are super fun to experience!

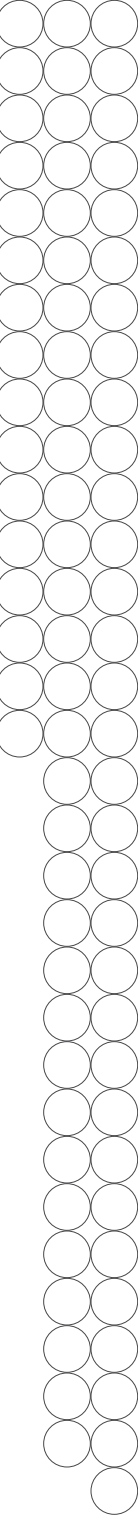
**50%**

**of women**

said that **values of the new community** were very important

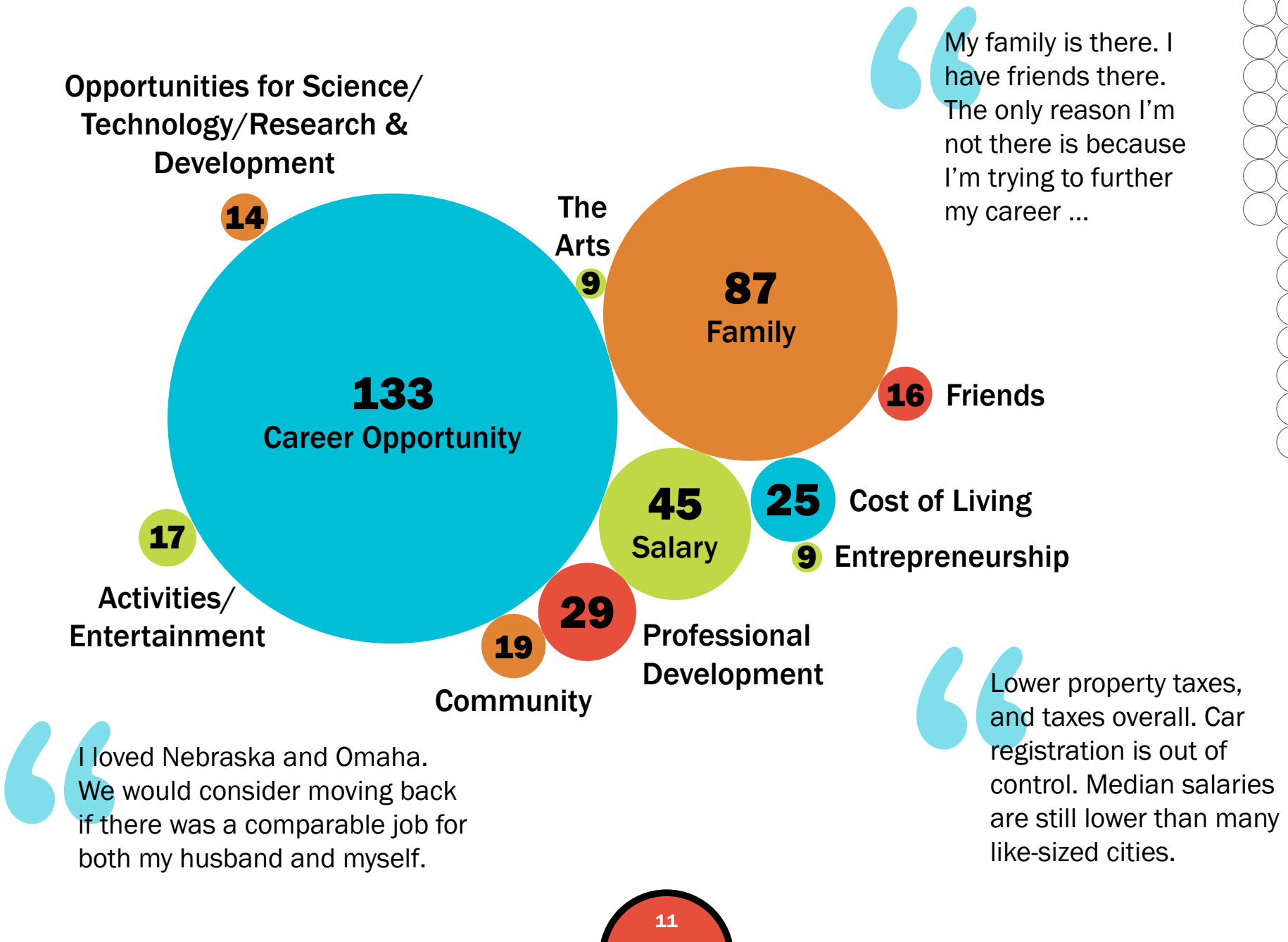
**43%**

**of men**



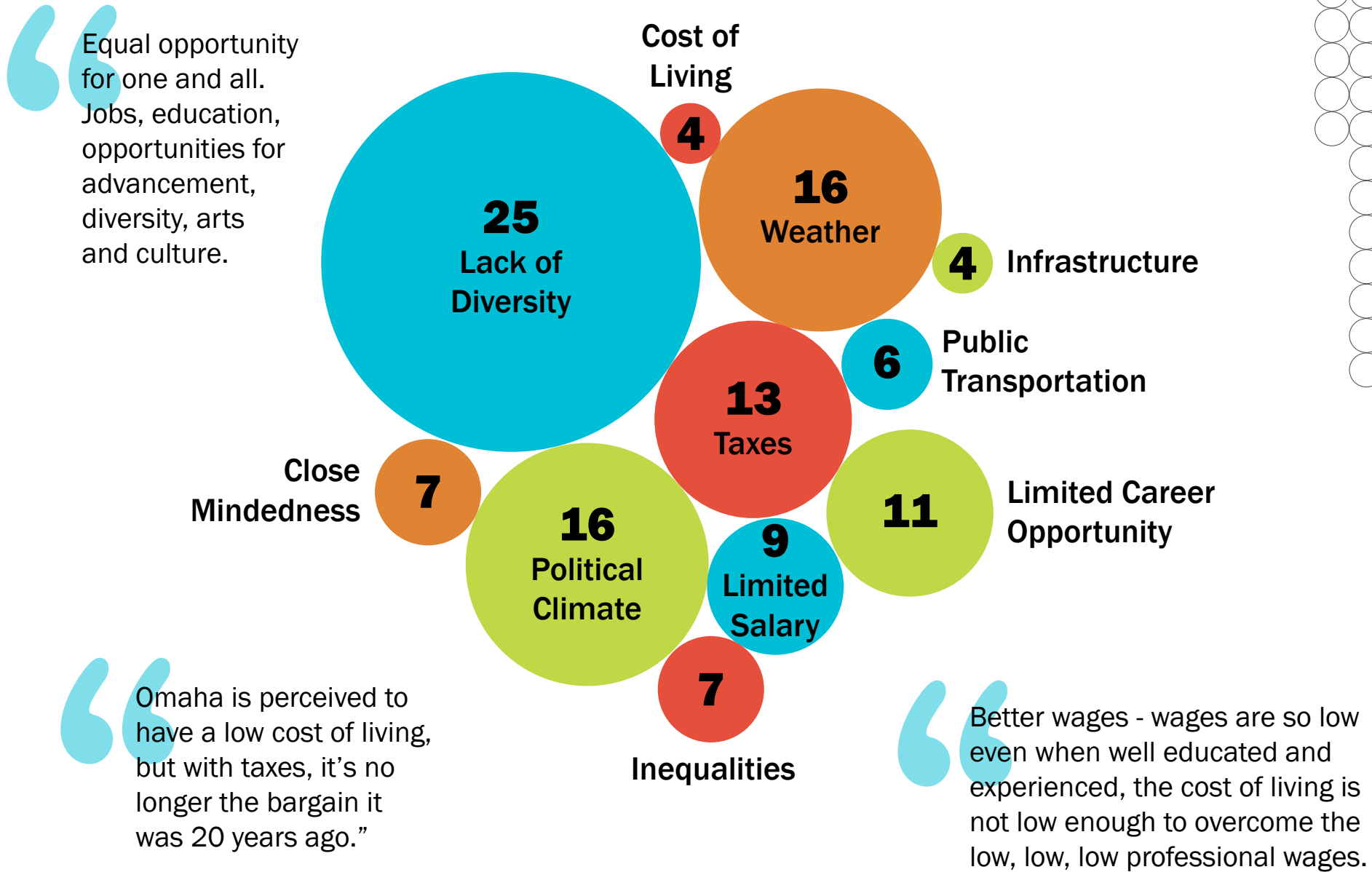
# Reasons People Would Consider Moving Back to Omaha

Number of write in responses by theme



# Reasons People Would Be Against Moving Back to Omaha

Number of write in responses by theme





# YEAR LEFT

## What year did you leave Nebraska?

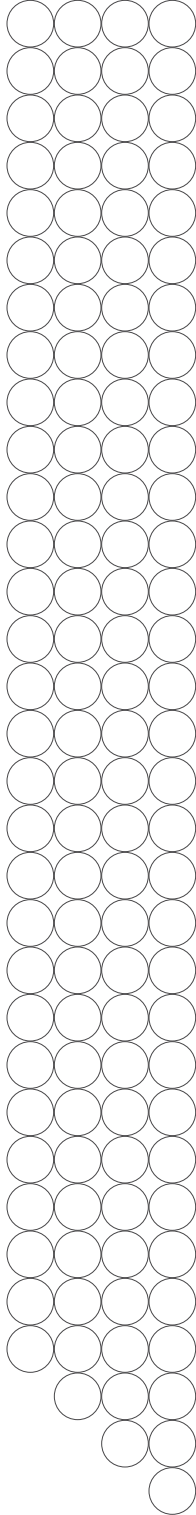
|       | PERCENT | n  |
|-------|---------|----|
| 1999  | 3%      | 17 |
| 2000  | 1%      | 8  |
| 2001  | 1%      | 5  |
| 2002  | 1%      | 7  |
| 2003  | 1%      | 5  |
| 2004  | 1%      | 8  |
| 2005  | 3%      | 14 |
| 2006  | 2%      | 10 |
| 2007  | 3%      | 15 |
| 2008  | 3%      | 15 |
| 2009  | 2%      | 11 |
| 2010  | 5%      | 25 |
| 2011  | 5%      | 25 |
| 2012  | 5%      | 26 |
| 2013  | 6%      | 26 |
| 2014  | 8%      | 33 |
| 2015  | 9%      | 44 |
| 2016  | 11%     | 47 |
| 2017  | 13%     | 62 |
| 2018  | 13%     | 70 |
| Other | 13%     | 68 |

Using data from the U.S. Census Bureau

**6.64%**

of adults **migrated away from Nebraska in 2014.**

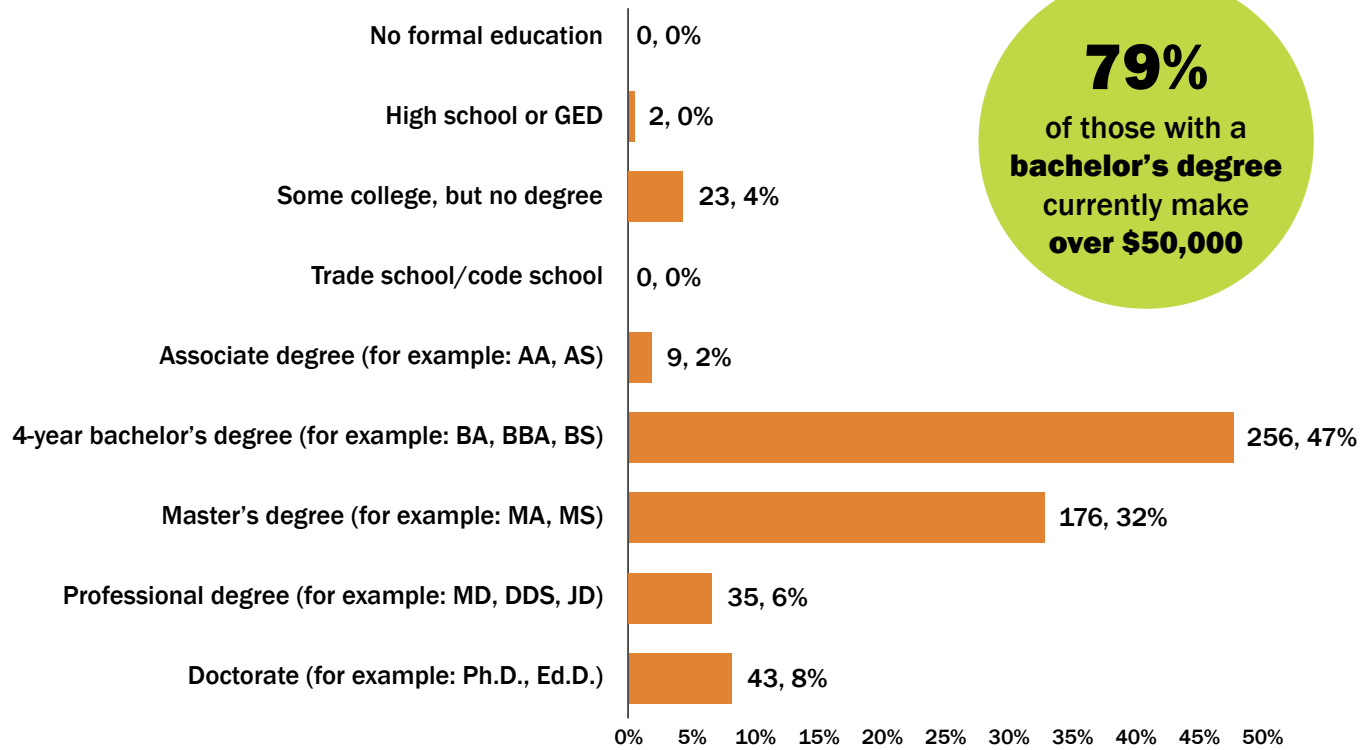
The highest rate between 2000 and 2018.<sup>4</sup>





# EDUCATION

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



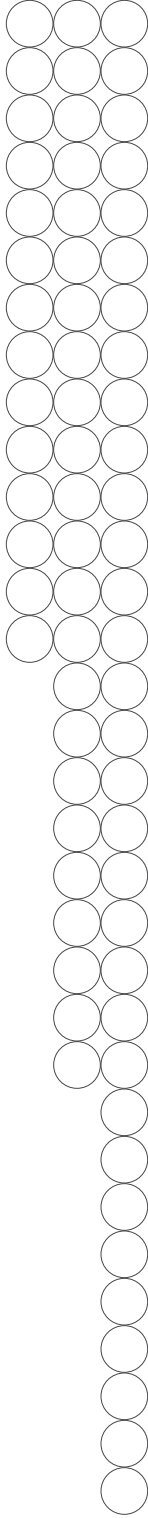
**79%**  
of those with a **bachelor's degree** currently make **over \$50,000**

**89%**

of those with a **master's or professional degree** currently make **over \$50,000**

**35%**

of those with a **doctorate** currently make **over \$100,000**





# UNIVERSITY

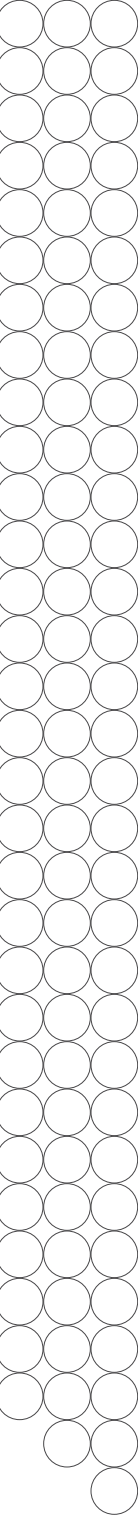
## What is the name of the college or university where you received your bachelor's degree?

| NAME                                  | FREQUENCY | PERCENT |
|---------------------------------------|-----------|---------|
| University of Nebraska - Lincoln      | 169       | 30%     |
| University of Nebraska at Omaha       | 68        | 12%     |
| Creighton University                  | 37        | 7%      |
| Bellevue University                   | 9         | 2%      |
| Doane University                      | 8         | 1%      |
| Nebraska Wesleyan University          | 4         | 1%      |
| University of Nebraska Medical Center | 4         | 1%      |
| Oklahoma State University             | 3         | 1%      |
| University of Phoenix                 | 3         | 1%      |
| University of Iowa                    | 3         | 1%      |

I did enjoy going to college there...[UNO].

Overall great place to visit and go to College.

If you could guarantee a Husker Football, national championship this year, I might make a deal!



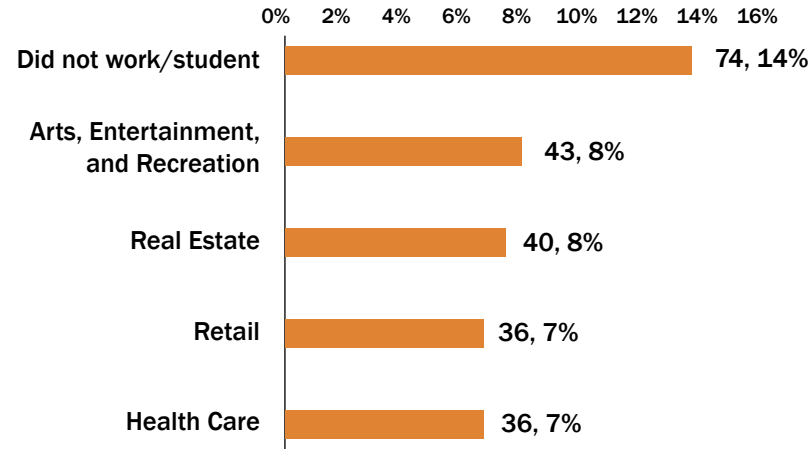




# INDUSTRY

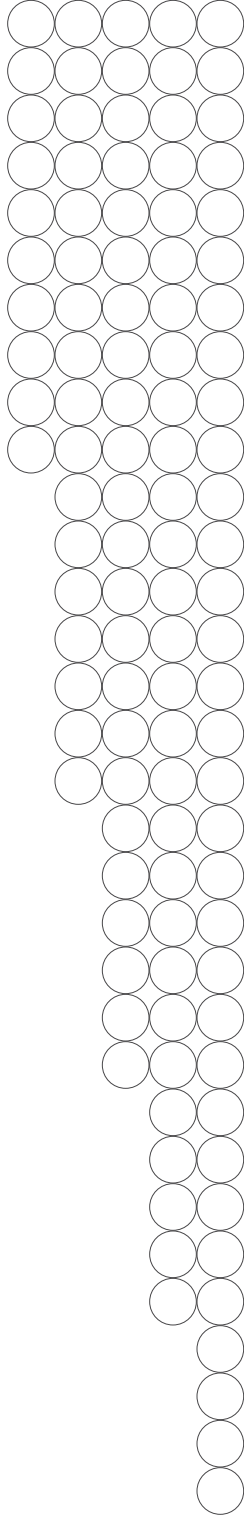
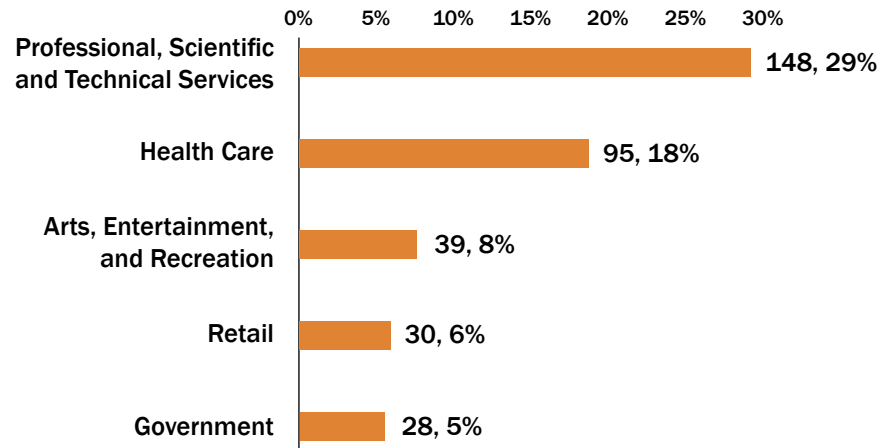
## In what industry did you work when you lived in Nebraska?

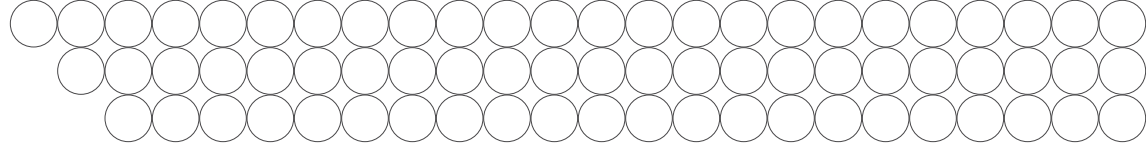
Other responses include, retail (7%), educational services (5%), research (5%), transportation and warehousing (4%).



## What industry do you work in now?

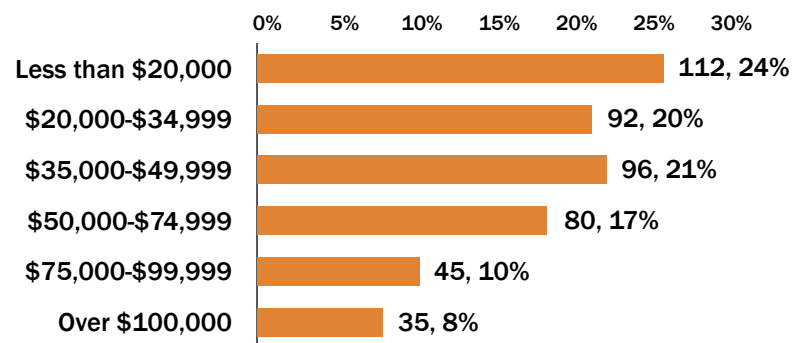
Other responses include, educational services (5%), do not work/retired/student (4%), information (3%), transportation and warehousing (3%).



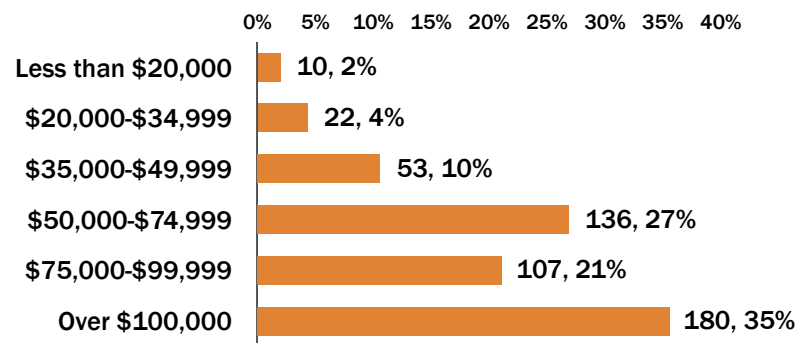


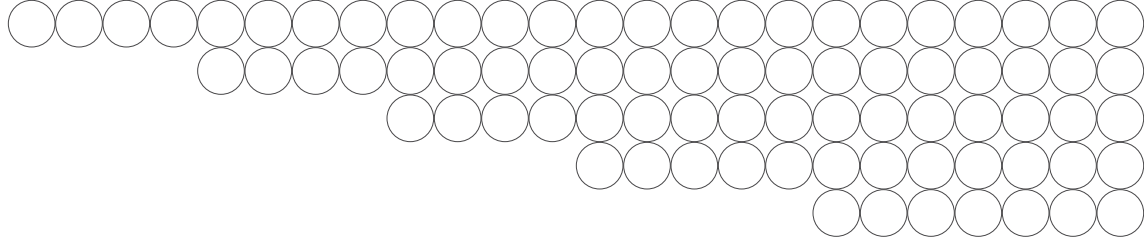
# SALARY

**What was your approximate annual salary at the last place you worked in Nebraska?**



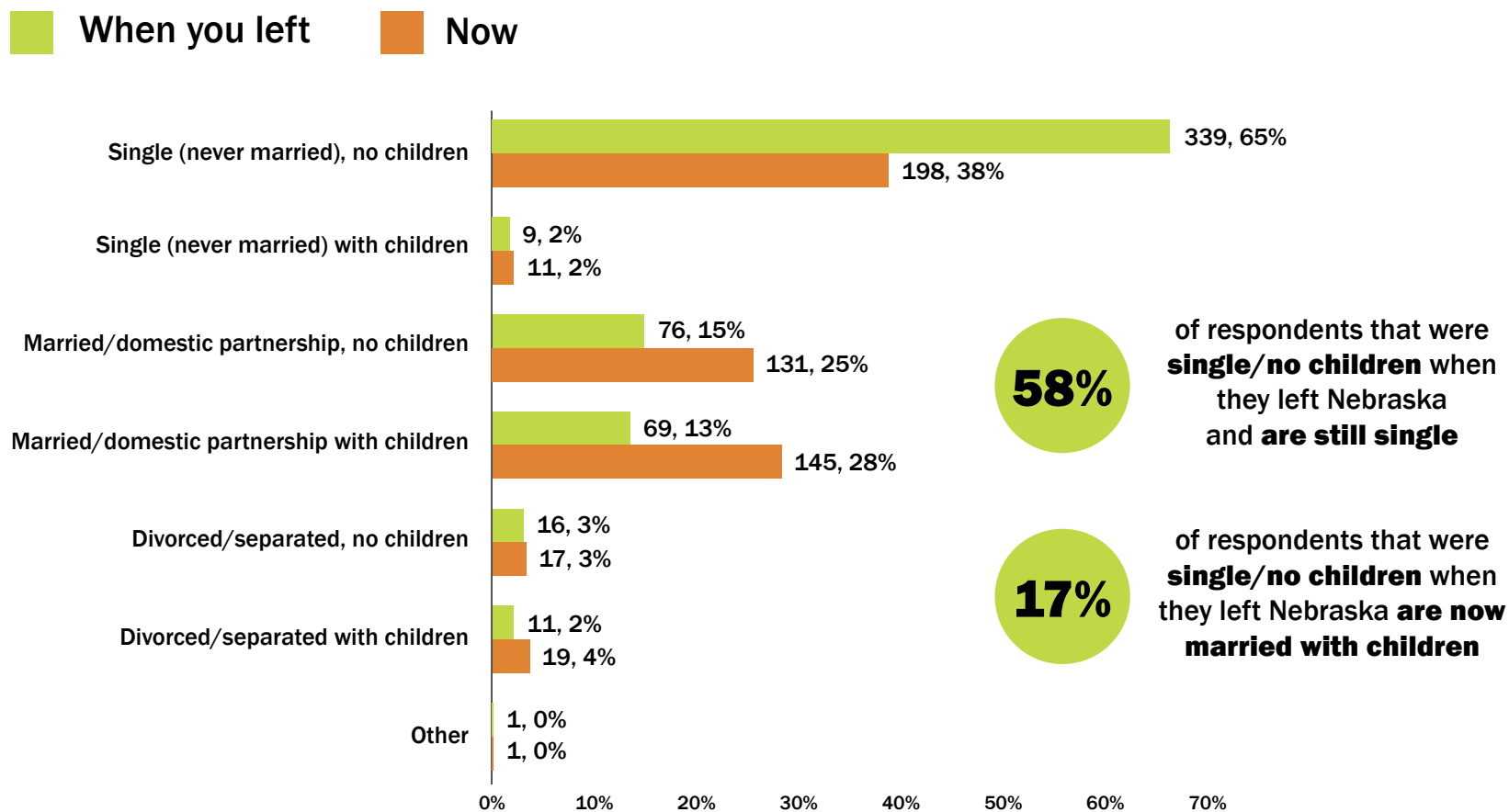
**What is your approximate annual salary in your current position?**

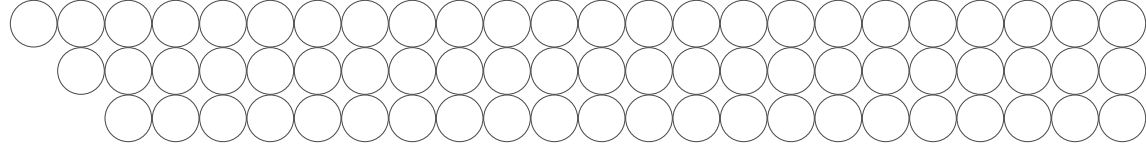




# FAMILY

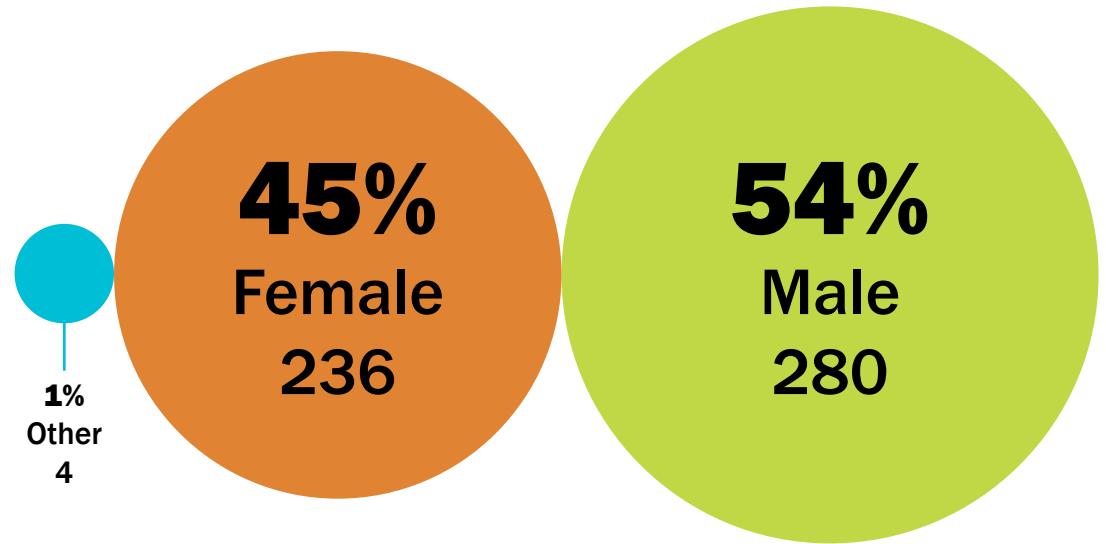
## What was your marital and family status when you left Nebraska vs. what it is now?



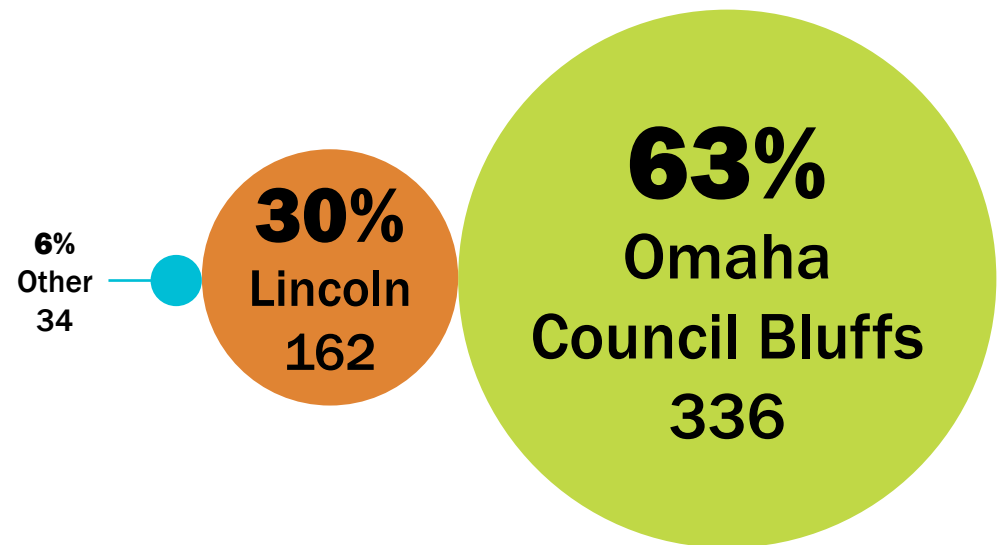


# DEMOGRAPHICS

**With what gender do you identify?**



**In what area of Nebraska did you live most recently?**

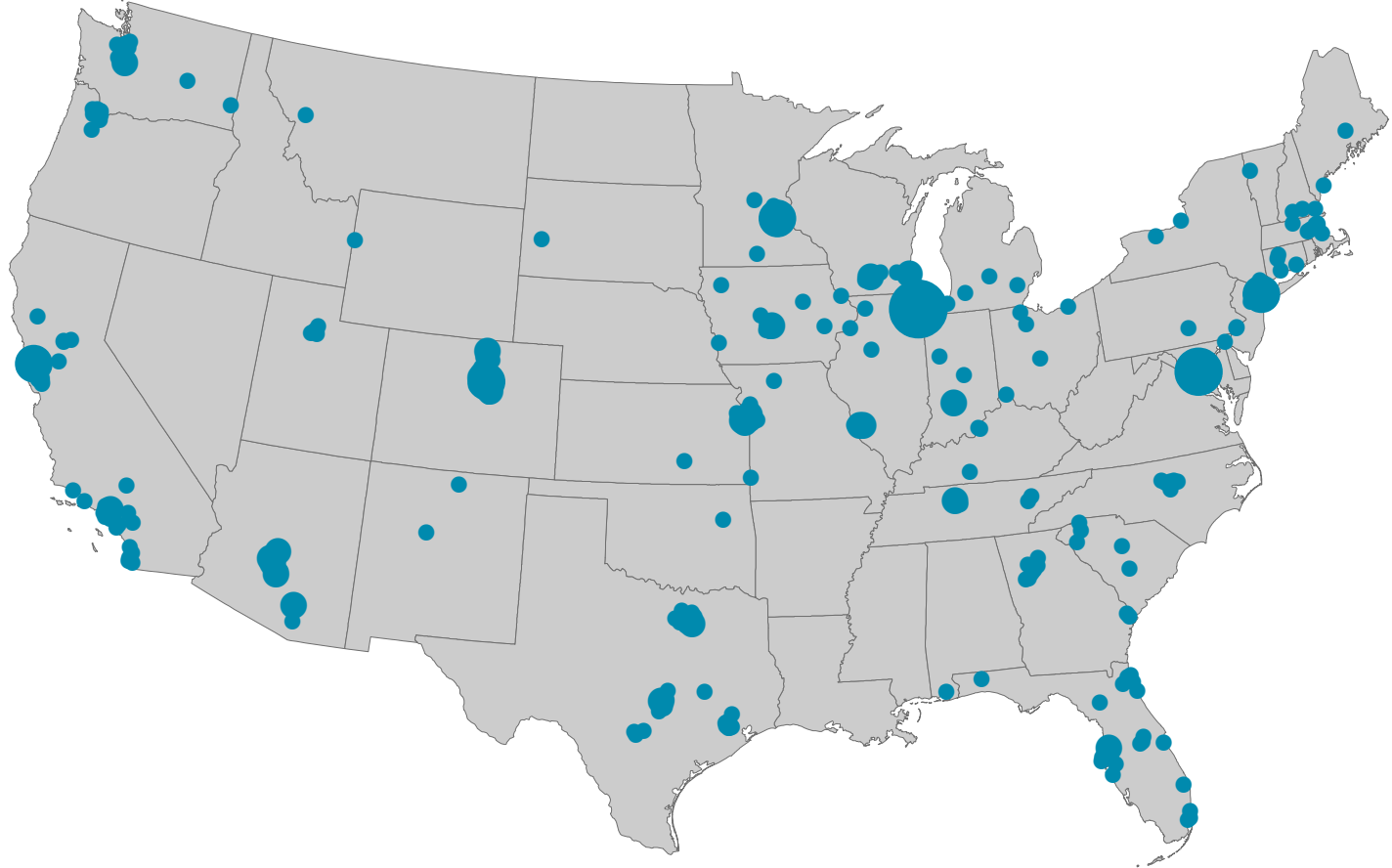




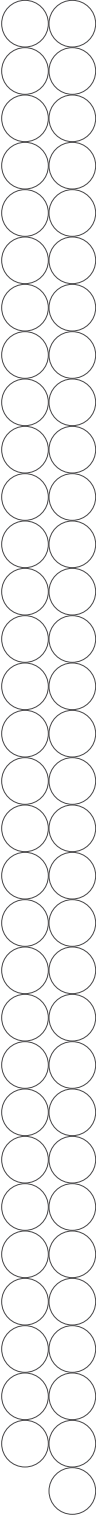
# DEMOGRAPHICS

## What zip code do you live in now?

“ I have lived in 3 different states so far and the people and quality of life in Nebraska is unmatched.”



Icon size varies from one to five based on the number of respondents at each zip code. Sample responses for this question was 477.



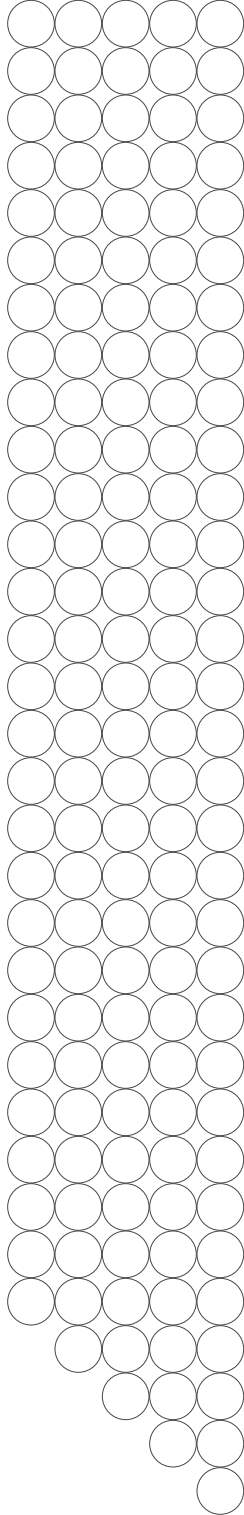
# METHODOLOGY

## Overview

In May of 2019, representatives of the Greater Omaha Chamber and their Young Professionals Council began conversations around an effort to understand why people leave Nebraska, an “exit” survey for Greater Omaha and surrounding areas. The survey was developed in consultation with partners and completed in late August. Simultaneously, a new and unique means to sample the target population was identified. LinkedIn, a social media platform, offers a premium subscription option that allows users to filter LinkedIn profiles for certain criteria and send a direct message known as InMail. By identifying appropriate filters, we were able to find adult persons that previously lived in Nebraska and now live in other locations. We received 386 usable responses from the LinkedIn distribution. In addition, we also distributed the sample using a judgment, convenience sample, where members of the Young Professional Council identified persons that fit the criteria of having lived in Nebraska and now live elsewhere, on other social media platforms and prompted them to participate using an unrestricted, self-selection link. We received 176 responses through this distribution method. In all, we have responses from 562 persons that have lived in Nebraska that no longer did during the time frame the survey was distributed.

## Sampling

A survey gauges the opinions of a target population with data from a sample, a subset of the population. Thus, identifying a representative sample is a critical feature of survey methods. In this study, the population we are concerned with is adult persons (18+) that live in states other than Nebraska but at some point lived in the state, or domestic out-migrants from Nebraska. We narrowed that population to persons that have left the state between 1999 and 2018. We use data from the American Community Survey conducted by the U.S. Census Bureau from 2007 to 2018 to estimate the average domestic out-flow of adult persons. We average outflow to be 39,000 per year, 799,122 persons between 1999 and 2018. The net outflow (persons in minus persons out) is much lower at 20,860 persons over 20 years; however, since the sample could include any adult persons that lived in Nebraska in the past 20 years the population of interest is those 799,122 persons. See Table 1.



## Sampling (cont.)

Sampling frames are most useful for generalizing when every person in the population has the same probability of being surveyed. However, while we can approximate the numbers of adult persons that have left Nebraska, we cannot easily identify a means to develop a random, probability sample of this group. Yet, the interest in population decline<sup>1</sup>, brain drain<sup>2</sup> and workforce shortages<sup>3</sup> in Nebraska is great enough to warrant any effort to understand why people leave.

Considering the importance of the information to inform critical and timely discussions in the state and the obvious challenges in sampling the population of interest, we identified a means to capture a convenience sample with a low barrier distribution method. However, a major concern about the use of a convenience or non-probability sample is coverage error - that the sample that responds is different from the population and thus spurious inferences about the population are likely drawn (Fricker, 2016). Our sample is a non-probability sample for a few reasons. First, we know that not all of our target population will be on social media, thus our distribution method limits the probability that some in our target populations is surveyed. Moreover, we had to make “judgments” in identifying who can participate.

For the LinkedIn survey, the Greater Omaha Chamber in consultation with LinkedIn and Young Professional council members developed filters to identify persons that lived in Nebraska between 1999-2018 and no longer do. In addition to having a biased sampling frame (those on LinkedIn) the method of selecting within the frame is prone to user judgment. Notably, the panel size, meeting the criteria as of 12/19/2019, is 73,000, far less than our actual population. Furthermore, only about 1/4th of that number were active users. In addition, due to limitations of the subscription service provided by LinkedIn, we could only send a certain number of InMails per month dependent on account credits. Thus, more judgment had to be made about who to contact, and how long to wait for their response. Finally, persons had to opt-in to participate adding to the possibility of nonresponse bias, which is when those who choose to take the survey are different from those that choose not to take the survey. Once someone responded or declined, the team’s LinkedIn account would be credited, allowing another InMail to be sent to an additional person. We received 386 responses from the LinkedIn distribution that met all the criteria.

The ‘other’ social media survey also used a non-probability, judgment sampling method. The survey distribution was unrestricted, self selected, meaning anyone who saw the survey could take the survey, but judgment was used in who to send the survey link. Members of the Young Professionals Council chose to share the survey link with those that they knew fit the criteria of having lived in Nebraska in the past 20-year, but not at present. They also shared via the Omaha YP social channels and monthly newsletter. This means to take the survey, the respondent had to be in contact with the young professionals council. Certainly, there is not an equal probability that all 799,000 people in the population would have had the same chance of knowing a present council member or subscribing to their online channels and/or newsletter. We received 176 responses through this distribution method.

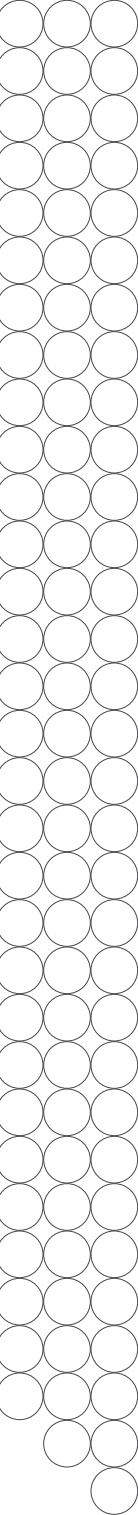
Given all the challenges in the sampling design and distribution of the survey, we should have concerns about the ability to make inferences about the population of persons that have moved away from Nebraska in the past 20 years. We explore survey respondents next in order to understand the extent of the bias in our sample.

**Table 1 | Nebraska adult domestic migration**

|                            | 2007   | 2008   | 2009   | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 12-YEAR<br>AVERAGE | ESTIMATED<br>20 YEAR<br>TOTAL |
|----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------------|-------------------------------|
| <b>AGE 18+<br/>INFLOW</b>  | 41,543 | 39,658 | 41,740 | 34,258 | 39,963 | 34,673 | 38,673 | 38,908 | 40,418 | 38,988 | 41,770 | 44,795 | 39,999             | 799,982                       |
| <b>AGE 18+<br/>OUTFLOW</b> | 41,234 | 40,224 | 34,576 | 36,317 | 41,818 | 38,961 | 37,909 | 34,345 | 41,270 | 37,561 | 39,495 | 43,763 | 38,956             | 779,122                       |
| <b>AGE 18+<br/>NETFLOW</b> | 309    | -566   | 7,164  | 2,958  | -2,560 | -3,998 | 764    | 4,563  | -852   | 1,427  | 2,275  | 1,032  | 1,043              | 20,860                        |

## Survey Respondents

We collected demographics in the survey in order to assess how similar or different survey respondents are to the population at large, as well, as our specific target population. Since the target population is not in Nebraska, we report demographics for the United States and Nebraska, for comparison purposes. However, the focus is our estimates of the target population, the demographics of persons that ever lived in Nebraska, sometime between 1999 and 2018, and, now live in another state. To estimate the demographics of the target population we used data from IPUMS USA<sup>4</sup>, American Community Survey, from 2000-to-2018<sup>5</sup>. The data is the percent of the adult population, at each category, using the average from 2000-2018, that migrated to another state from Nebraska. Note these percentages are based on the total outflow of persons from Nebraska, not the net flow, which the Center for Public Affairs Research often reports.<sup>6</sup> We keep the LinkedIn and other social media survey respondents distinct in effort to identify differences in respondents across the two surveys. Data for the U.S. and Nebraska comes from the United State Census Bureau's American Community Survey 2018, 5-year estimates. See Table 2.





## Survey Respondents cont.

Our sample respondents largely come from the Greater Omaha area (62% | 69%). As of 2018, 39% of the population of Nebraska live in the two counties that make up most of Omaha, Douglas and Sarpy Counties.<sup>7</sup> Thus, our respondents come from the Omaha area at a higher rate than the Nebraska population. This is similarly true for the City of Lincoln but to a smaller extent. In contrast, a smaller percent of our sample comes from other places in Nebraska than is true of the current population of Nebraska.

Concerning educational attainment, our respondents have a higher rate of post-secondary education, of any kind, compared to national and Nebraska rates. About 50% of survey respondents had a bachelor's degree while rates for bachelor's degrees, as the highest level of education in the broader population is closer to 20%. Our target population is a slightly closer at 24%. However, we can conclude our sample does not represent the target population for educational attainment.

Concerning individual annual earnings, survey respondents had a higher rate of high income than the general population. For instance, about 20% of survey respondents had annual individual earnings between \$75,000 and \$99,999; however, national and state rates for this earnings bracket are closer to 10%. In the target population, 5% had incomes over \$100,000. Thus, our sample does not represent the target population by educational attainment.

The analysis in Table 2 confirms that our survey respondents' demographics are not similar to our target population. Our analysis will not accurately represent persons not on social media, those that come from areas of Nebraska outside of Omaha and Lincoln, those with less than a bachelor's degree, and those earning less than \$50,000 a year. According to Fricker (2016) confidence intervals and margin of error should not be calculated for convenience samples, even if they are large samples. Thus, we do not report those here; however, we have included additional analysis to see if and how the bias sample impacts survey responses.

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<sup>1</sup> Olberding (2019) "Census: Nebraska's big counties keep growing, while rural counties decline" [https://journalstar.com/business/local/census-nebraska-s-big-counties-keep-growing-while-rural-counties/article\\_c411fa3b-af1a-5659-91c9-87d6ef290247.html](https://journalstar.com/business/local/census-nebraska-s-big-counties-keep-growing-while-rural-counties/article_c411fa3b-af1a-5659-91c9-87d6ef290247.html)

<sup>2</sup> Ruggles (2018) "Nebraska's brain drain problem: Why do young, educated workers leave the state?" <https://www.omahachamber.org/omahayp/2018/01/omaha-intercept-reversing-brain-drain/>

<sup>3</sup> Ricketts (2020) "Finding 2020 Vision for Nebraska" <https://governor.nebraska.gov/press/finding-2020-vision-nebraska>

<sup>4</sup> IPUMS USA, University of Minnesota, [www.ipums.org](http://www.ipums.org).

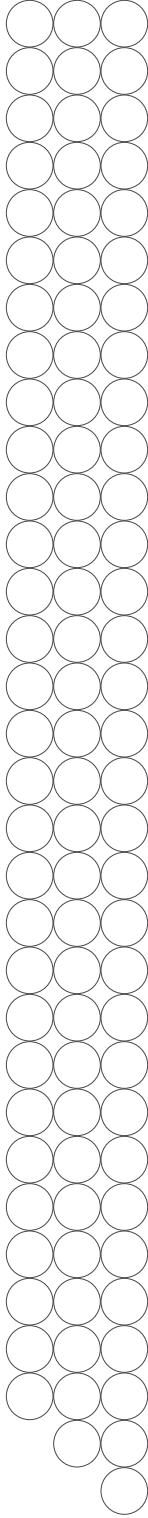
<sup>5</sup> IPUMS, 2000-2018 returns 21,609 cases for Nebraska, 4,113 of them that have moved away from Nebraska.

<sup>6</sup> When CPAR calculates net migration trends for Nebraska the net flow out tends to be from metro areas, more educated and wealthier. See [cpar.unomaha.edu/NebraskaByTheNumbers](http://cpar.unomaha.edu/NebraskaByTheNumbers) for this data.

<sup>7</sup> We do not include parts of Iowa for this part of the analysis.

**Table 2 | Comparison of the demographics of Nebraska to various populations**

|   | LinkedIn  | Other Social | U.S. | Nebraska | Target Population Estimates |
|---|-----------|--------------|------|----------|-----------------------------|
| <b>LAST LOCATION IN NEBRASKA</b>                          |           |              |      |          |                             |
| <b>Greater Omaha Area</b>                                 | 62% (227) | 69% (109)    | NA   | 39%      | Not Calculated              |
| <b>Lincoln</b>  | 30% (111) | 31% (51)     | NA   | 16%      |                             |
| <b>Other Nebraska</b>                                     | 9% (33)   | 1% (1)       | NA   | 45%      |                             |
| <b>EDUCATIONAL ATTAINMENT OF THOSE 25 YEARS AND OLDER</b> |           |              |      |          |                             |
| <b>High School Graduate or GED</b>                        | 0% (0)    | 1% (2)       | 27%  | 26%      | 21%                         |
| <b>Some College</b>                                       | 3% (11)   | 7% (12)      | 20%  | 23%      | 21%                         |
| <b>Associates Degree</b>                                  | 3% (8)    | 1% (1)       | 8%   | 11%      | 9%                          |
| <b>Bachelor's Degree</b>                                  | 44% (170) | 55% (86)     | 19%  | 21%      | 24%                         |
| <b>Master's Degree</b>                                    | 36% (140) | 22% (36)     |      |          | 9%                          |
| <b>Professional Degree</b>                                | 5% (22)   | 14% (13)     | 12%  | 11%      | 4%                          |
| <b>Doctorate</b>  | 8% (34)   | 5% (9)       |      |          | 23%                         |
| <b>EARNINGS</b>   |           |              |      |          |                             |
| <b>Less than \$19,999</b>                                 | 1% (5)    | 3% (5)       |      |          | 51%                         |
| <b>\$20,000-\$34,999</b>                                  | 4% (13)   | 6% (9)       | 33%  | 35%      | 17%                         |
| <b>\$35,000-\$49,999</b>                                  | 9% (32)   | 14% (21)     | 20%  | 23%      | 11%                         |
| <b>\$50,000-\$74,999</b>                                  | 24% (88)  | 36% (48)     | 22%  | 24%      | 11%                         |
| <b>\$75,000-\$99,999</b>                                  | 22% (79)  | 20% (28)     | 10%  | 9%       | 5%                          |
| <b>Over \$100,000</b>                                     | 40% (143) | 26% (37)     | 15%  | 10%      | 6%                          |
| <b>GENDER</b>   |           |              |      |          |                             |
| <b>Female</b>   | 43% (159) | 51% (77)     | 51%  | 50%      | 50%                         |
| <b>Male</b>   | 57% (212) | 47% (68)     | 49%  | 50%      | 50%                         |



# Examining Non-Response Bias

Following our analysis of sample bias, we examine non-response bias. Non-response bias is the concern that persons who respond to the survey have views that differ substantially from those who do not respond to the survey. We, of course, can't examine the responses of those who could have but did not respond to the survey. However, we can examine differences in how different demographics groups, those noted above, answer the survey questions. The purpose is to insure validity of the findings for generalizing about the sample and not just those groups that most commonly respond to the survey. Chi-square tests are used to detect the difference in the responses among different groups. The chi-square statistic is used to identify a p-value. A p-value that equals .000 indicates a significant difference between groups, in how they answer a question. Anything above .05 indicates no significant difference. Tables 3 and 4 report how different groups answered two questions in the survey and the results of the chi-square tests for group differences.

Five of the tests conducted, across two questions, show significant differences in how demographically different groups respond to a question. Three from the other social media survey and two from the LinkedIn survey.

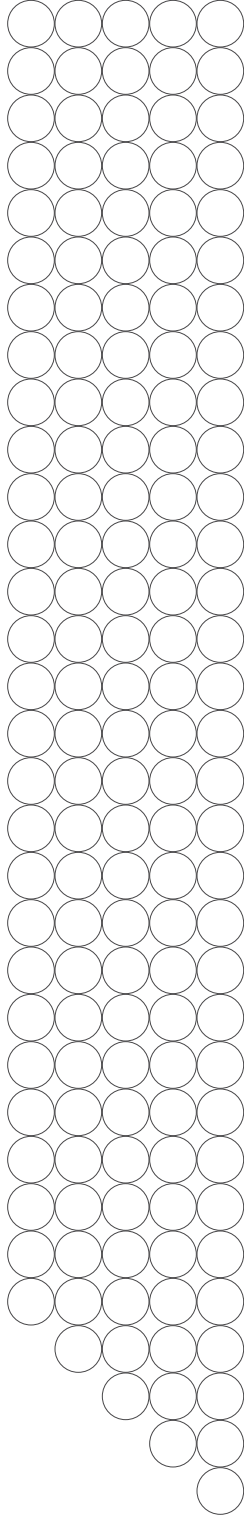
These three questions from the other social media survey show significance differences:

- people who last lived in Lincoln were more likely to consider moving back to the Omaha area;
- those with more education were more likely to move back to the Omaha area; and
- men were more likely to move back to the Omaha area.

Two tests from the LinkedIn survey show significant differences:

- men were more likely to consider moving back to the Omaha area; and,
- the more individual, annual earnings someone made the more likely they were to say that their professional life in the place they live now is better.

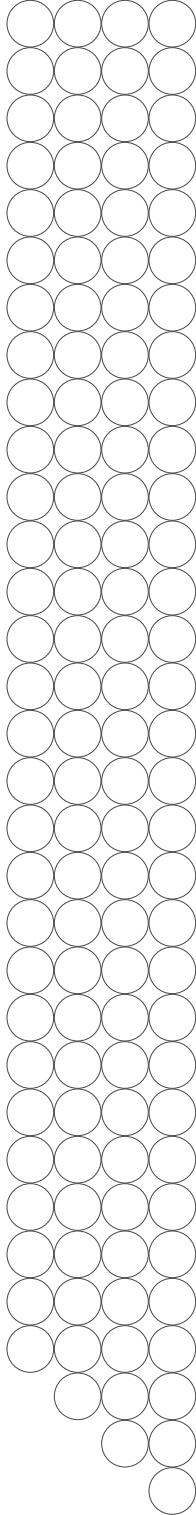
The analyses in Table 3 and Table 4 confirm that the sampling frame does not accurately represent all demographic groups, particularly in the other social media category. However, we do not see pervasive differences in how demographically different groups answered survey questions; thus, we chose not to weight the final survey results. Rather we offer that the respondent sample does not represent all people that move out of Nebraska, particularly, those from non-metro areas in Nebraska, those with lower levels of educational attainment, and those at lower income levels.



**Table 3 | Tests for nonresponse bias**

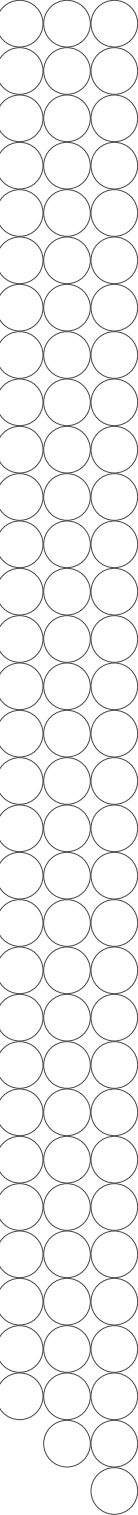
\* = significant differences

| QUESTION: WOULD YOU CONSIDER MOVING TO THE OMAHA-COUNCIL BLUFFS REGION? | LinkedIn     |              | Chi2 p-value | Facebook |      | Chi2 p-value |
|---|--------------|--------------|--------------|----------|------|--------------|
|   | Yes          | No           |              | Yes      | No   |              |
| <b>LAST LOCATION IN NEBRASKA</b>  |              |              | 0.218        |          |      | **0.04       |
| Greater Omaha Area  | 64%          | 36%          |              | 48%      | 52%  |              |
| Lincoln   | 54%          | 46%          |              | 68%      | 32%  |              |
| Other Nebraska  | 61%          | 39%          |              | 0%       | 100% |              |
| <b>EDUCATIONAL ATTAINMENT</b>   |              |              | 0.956        |          |      | *0.164       |
| High School or GED  | No Responses | No Responses |              | 0%       | 100% |              |
| Some College  | 56%          | 44%          |              | 40%      | 60%  |              |
| Associates Degree   | 50%          | 50%          |              | 0%       | 100% |              |
| Bachelor's Degree   | 62%          | 38%          |              | 50%      | 51%  |              |
| Masters   | 60%          | 37%          |              | 67%      | 33%  |              |
| Professional Degree   | 68%          | 31%          |              | 56%      | 44%  |              |
| Doctorate   | 63%          | 38%          |              | 88%      | 13%  |              |
| <b>EARNINGS</b>   |              |              | 0.681        |          |      | 0.64         |
| Less than \$19,999  | 40%          | 60%          |              | 80%      | 20%  |              |
| \$20,000-\$34,999   | 67%          | 33%          |              | 63%      | 38%  |              |
| \$35,000-\$49,999   | 66%          | 34%          |              | 53%      | 47%  |              |
| \$50,000-\$74,999   | 56%          | 44%          |              | 45%      | 55%  |              |
| \$75,000-\$99,999   | 58%          | 42%          |              | 67%      | 33%  |              |
| Over \$100,000  | 64%          | 35%          |              | 53%      | 47%  |              |
| <b>GENDER</b>   |              |              | **0.0005     |          |      | *0.039       |
| Female  | 52%          | 48%          |              | 47%      | 53%  |              |
| Male  | 68%          | 32%          |              | 62%      | 38%  |              |



**Table 4 | Test for nonresponse bias**

| QUESTION: IN THE PLACE YOU LIVE NOW, IS YOUR PROFESSIONAL LIFE WORSE, THE SAME, OR BETTER? | LinkedIn     |      |        | Chi2 p-value   | Facebook |      |        | Chi2 p-value |
|--|--------------|------|--------|----------------|----------|------|--------|--------------|
|  | Worse        | Same | Better |                | Worse    | Same | Better |              |
| <b>LAST LOCATION IN NEBRASKA</b>   |              |      |        | .632           |          |      |        | .858         |
| Greater Omaha Area   | 7%           | 16%  | 77%    |                | 5%       | 12%  | 83%    |              |
| Lincoln  | 7%           | 14%  | 79%    |                | 2%       | 16%  | 81%    |              |
| Other Nebraska   | 0%           | 19%  | 81%    |                | 0%       | 0%   | 100%   |              |
| <b>EDUCATIONAL ATTAINMENT</b>  |              |      |        | .519           |          |      |        | .878         |
| High School or GED   | No Responses |      |        |                | 0%       | 0%   | 100%   |              |
| Some College   | 0%           | 10%  | 90%    |                | 0%       | 27%  | 73%    |              |
| Associates Degree  | 0%           | 0%   | 100%   |                | 0%       | 0%   | 100%   |              |
| Bachelor's Degree  | 7%           | 16%  | 75%    |                | 5%       | 12%  | 82%    |              |
| Masters  | 5%           | 19%  | 77%    |                | 3%       | 6%   | 91%    |              |
| Professional Degree  | 0%           | 18%  | 82%    |                | 8%       | 17%  | 75%    |              |
| Doctorate  | 9%           | 9%   | 81%    |                | 0%       | 25%  | 75%    |              |
| <b>EARNINGS</b>  |              |      |        | <b>** .000</b> |          |      |        | .221         |
| Less than \$19,999   | 0%           | 20%  | 80%    |                | 0%       | 20%  | 80%    |              |
| \$20,000-\$34,999  | 31%          | 23%  | 46%    |                | 25%      | 12%  | 63%    |              |
| \$35,000-\$49,999  | 13%          | 28%  | 59%    |                | 0%       | 15%  | 85%    |              |
| \$50,000-\$74,999  | 7%           | 13%  | 80%    |                | 4%       | 16%  | 80%    |              |
| \$75,000-\$99,999  | 3%           | 18%  | 79%    |                | 8%       | 12%  | 81%    |              |
| Over \$100,000   | 2%           | 11%  | 87%    |                | 0%       | 9%   | 91%    |              |
| <b>GENDER</b>  |              |      |        | .123           |          |      |        | .605         |
| Female   | 8%           | 21%  | 72%    |                | 5%       | 10%  | 85%    |              |
| Male   | 5%           | 13%  | 83%    |                | 3%       | 16%  | 81%    |              |



# Limitations

As with all surveys, this study has limitations that should be considered when interpreting and reporting results.

1. As mentioned, the sample is a non-probability sample and inferences for the whole population should not be made using these results.
2. Some wording and choice options on the survey could have been confusing to participants causing error in the reporting of information.
3. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data. Therefore, refer to both the percentage and the n (number of individuals) when interpreting results. Sample sizes (n=) do vary across questions.
4. The data reflect a snapshot of the current opinions of those in the sample. Opinions do change.

