



DEMOGRAPHICS

Demographic Executive Summary Report (Omaha MSA)

Greater Omaha Metropolitan Statistical Area

The eight-county Metropolitan Statistical Area (MSA) consists of Cass, Douglas, Sarpy, Saunders and Washington counties in Nebraska, and Harrison, Mills and Pottawattamie counties in Iowa. The Omaha MSA has a population of 865,350. At the heart of this region is the city of Omaha itself. Located in Douglas County, the city of Omaha has a population of 408,958. Furthermore, more than 1.2 million people live within a 60-minute drive of Omaha.

Population and Households

Characterized by steady growth, the Greater Omaha MSA grew by 12.8 percent between 2000 and 2010; the 2015 projected population is more than 900,000, a 5.5 percent increase. The current population is 49.5 percent male and 50.5 percent female. In 2010, the median age of the population was 34.9, compared to the U.S. median age, which was 37.1. There are currently 335,075 households in the Greater Omaha MSA.

Median Household Income

For 2010, the median household income for the Greater Omaha MSA was \$56,271, which compares favorably to the U.S. median household income of \$51,517. Omaha's 2015 projected median household income is \$61,470, a 9.2 percent increase.

Race & Ethnicity

With a diverse cultural makeup, racial minorities comprise about 18 percent of Greater Omaha's population, including an African-American populace of 7.9 percent. Approximately 9.0 percent of the population is Hispanic.

Housing

In 2010, Greater Omaha had over 360,000 housing units. Owner-occupied housing accounts for 62.6 percent of the housing units. There are more than 100,000 rental units in Greater Omaha.

Employment

A solid population and labor force growth combined with a diverse industry mix allows Greater Omaha's economy to prosper. The 2010 estimate shows that there were over 481,000 people aged 16 or older in the labor force in Omaha. The estimated unemployment rate was 5.1 percent. In 2010, there were 543,262 employees in the Omaha MSA (daytime population) and there were 32,036 business establishments.

Educational Attainment

Greater Omaha is a well-educated community. More than 91 percent of adults 25 years of age and older are high school graduates. The national average is 85 percent. In addition, Greater Omaha outperforms the national average for college graduates with 32.7 percent of adults achieving a bachelor's degree or higher compared to 27.9 percent nationally.



Demographic Detail Summary Report

Population Demographics										
					Percent Change					
	1990 Census		2000 Census		2010 Estimate*		2015 Projection**		1990 to 2000	2010 to 2015
Total Population	685,798		767,041		865,350		912,944		11.8%	5.5%
Population Density (Pop/Sq Mi)	155.7		174.1		196.4		207.2		11.8%	5.5%
Total Households	257,286		294,502		335,075		355,583		14.5%	6.1%
Population by Gender										
Male	333,555	48.6%	376,725	49.1%	428,348	49.5%	453,733	49.7%	12.9%	5.9%
Female	352,243	51.4%	390,316	50.9%	437,002	50.5%	459,211	50.3%	10.8%	5.1%

* Decision Data Resources estimates applied to 2010 U.S. Census data ** Decision Data Resources projections applied to 2010 U.S. Census data

Population by Race/Ethnicity										
					Percent Change					
Race	1990 Census		2000 Census		2010 Estimate*		1990 to 2000	2000 to 2010		
White	617,696	90.1%	660,322	86.1%	714,090	82.5%	6.9%	8.1%		
Black	51,507	7.5%	59,522	7.8%	68,021	7.9%	15.6%	14.3%		
American Indian or Alaska Native	3,361	0.5%	3,889	0.5%	5,177	0.6%	15.7%	33.1%		
Asian or Pacific Islander	6,527	1.0%	11,353	1.5%	18,618	2.2%	73.9%	64.0%		
Some Other Race	6,669	1.0%	19,447	2.5%	37,150	4.3%	191.6%	91.0%		
Two or More Races			12,508	1.6%	22,294	2.6%		78.2%		
Ethnicity										
Hispanic Ethnicity	16,778	2.5%	40,232	5.3%	77,508	9.0%	139.8%	92.7%		
Not Hispanic or Latino	669,007	97.6%	726,809	94.8%	787,842	91.0%	8.6%	8.4%		

* 2010 population by race/ethnicity from the 2010 U.S. Census

Population by Age										
					Percent Change					
	1990 Census		2000 Census		2010 Estimate*		2015 Projection**		1990 to 2000	2010 to 2015
0 to 4	55,034	8.0%	56,232	7.3%	69,138	8.0%	72,314	7.9%	2.2%	4.6%
5 to 14	106,898	15.6%	117,198	15.3%	125,106	14.5%	134,533	14.7%	9.6%	7.5%
15 to 19	48,067	7.0%	57,103	7.4%	59,562	6.9%	61,131	6.7%	18.8%	2.6%
20 to 24	48,735	7.1%	52,193	6.8%	59,466	6.9%	60,069	6.6%	7.1%	1.0%
25 to 34	123,609	18.0%	111,575	14.5%	120,342	13.9%	121,730	13.3%	-9.7%	1.2%
35 to 44	105,300	15.4%	125,298	16.3%	114,817	13.3%	115,909	12.7%	19.0%	1.0%
45 to 54	66,862	9.7%	102,470	13.4%	121,849	14.1%	118,704	13.0%	53.3%	-2.6%
55 to 64	55,310	8.1%	61,012	8.0%	95,780	11.1%	111,498	12.2%	10.3%	16.4%
65 to 74	43,012	6.3%	44,882	5.9%	54,052	6.2%	69,282	7.6%	4.3%	28.2%
75 to 84	24,301	3.5%	28,730	3.7%	30,988	3.6%	34,345	3.8%	18.2%	10.8%
85+	8,577	1.3%	10,348	1.3%	14,228	1.6%	13,414	1.5%	20.6%	-5.7%
Median Age										
Total Population	31.8		34.1		34.9		35.6		7.2%	1.8%

* Decision Data Resources estimates applied to 2010 U.S. Census data ** Decision Data Resources projections applied to 2010 U.S. Census data

Households by Income										
	1990 Census		2000 Census		2010 Estimate*		2015 Projection**		Percent Change	
									1990 to 2000	2010 to 2015
\$0 - \$15,000	55,941	21.7%	35,504	12.1%	34,517	10.3%	33,925	9.5%	-36.5%	-1.7%
\$15,000 - \$24,999	49,830	19.4%	37,049	12.6%	31,734	9.5%	30,172	8.5%	-25.6%	-4.9%
\$25,000 - \$34,999	45,820	17.8%	39,990	13.6%	35,351	10.6%	33,831	9.5%	-12.7%	-4.3%
\$35,000 - \$49,999	50,983	19.8%	51,820	17.6%	47,401	14.1%	46,310	13.0%	1.6%	-2.3%
\$50,000 - \$74,999	37,153	14.4%	65,063	22.1%	68,582	20.5%	71,522	20.1%	75.1%	4.3%
\$75,000 - \$99,999	9,797	3.8%	32,941	11.2%	50,269	15.0%	58,254	16.4%	236.2%	15.9%
\$100,000 - \$149,999	4,906	1.9%	21,547	7.3%	43,648	13.0%	52,171	14.7%	339.2%	19.5%
\$150,000+	2,826	1.1%	10,588	3.6%	23,574	7.0%	29,397	8.3%	274.7%	24.7%
Average Hhld Income	\$36,177		\$56,353		\$71,141		\$77,661		55.8%	9.2%
Median Hhld Income	\$29,967		\$44,671		\$56,271		\$61,470		49.1%	9.2%
Per Capita Income	\$13,684		\$21,637		\$27,876		\$30,598		58.1%	9.8%

* Decision Data Resources estimates applied to 2010 U.S. Census data ** Decision Data Resources projections applied to 2010 U.S. Census data

Disposable Household Income					
	2010 Estimate*		2015 Projection**		Percent Change
					2010 to 2015
\$ 0 - \$9,999	21,329	6.4%	20,898	5.9%	-2.0%
\$ 10,000 - \$19,999	31,853	9.5%	30,518	8.6%	-4.2%
\$ 20,000 - \$29,999	44,046	13.1%	42,226	11.9%	-4.1%
\$ 30,000 - \$39,999	41,365	12.3%	40,478	11.4%	-2.1%
\$ 40,000 - \$49,999	40,431	12.1%	40,055	11.3%	-0.9%
\$ 50,000 - \$59,999	36,791	11.0%	39,664	11.2%	7.8%
\$ 60,000 - \$74,999	47,868	14.3%	55,443	15.6%	15.8%
\$ 75,000 - \$99,999	37,693	11.2%	44,825	12.6%	18.9%
\$100,000 - \$124,999	15,031	4.5%	18,264	5.1%	21.5%
\$125,000 - \$149,999	6,954	2.1%	8,682	2.4%	24.8%
\$150,000+	11,715	3.5%	14,530	4.1%	24.0%
Median Household Disposable Income	\$47,032		\$50,904		8.2%

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Employment and Business										
	1990 Census		2000 Census		2010 Estimate*		2015 Projection**		Percent Change	
									1990 to 2000	2010 to 2015
Age 16+ Population	513,959		581,655		659,031		693,301		13.2%	5.2%
In Labor Force	364,631	70.9%	415,400	71.4%	481,501	73.1%	506,058	73.0%	13.9%	5.1%
Employed	337,876	92.7%	393,105	94.6%	451,399	93.7%	474,872	93.8%	16.3%	5.2%
Unemployed	14,412	4.0%	15,176	3.7%	24,363	5.1%	25,240	5.0%	5.3%	3.6%
In Armed Forces	12,360	2.4%	7,119	1.2%	5,739	0.9%	5,969	0.9%	-42.4%	4.0%
Not In Labor Force	149,328	29.1%	166,255	28.6%	177,530	26.9%	187,294	27.0%	11.3%	5.5%
Number of Employees (Daytime Population)					543,262					
Number of Establishments					32,036					
Employees in Blue Collar Occupations			142,250	35.6%						
Employees in White Collar Occupations			256,995	64.4%						

* Decision Data Resources estimates applied to 2010 U.S. Census data ** Decision Data Resources projections applied to 2010 U.S. Census data

Housing Units										
	1990 Census		2000 Census		2010 Estimate*		2015 Projection**		Percent Change	
									1990 to 2000	2010 to 2015
Total Housing Units	275,262		311,540		362,327		384,502		13.2%	6.1%
Owner Occupied	168,209	61.1%	196,893	63.2%	226,687	62.6%	240,629	62.6%	17.1%	6.2%
Renter Occupied	89,056	32.4%	97,609	31.3%	104,843	28.9%	111,055	28.9%	9.6%	5.9%
Vacant	17,981	6.5%	17,038	5.5%	30,796	8.5%	32,818	8.5%	-5.2%	6.6%

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Household Status										
	1990 Census		2000 Census		2010 Estimate*		2015 Projection**		Percent Change	
									1990 to 2000	2010 to 2015
Total Households	257,286		294,502		335,075		355,583		14.5%	6.1%
Size of Household										
1 Person	64,692	25.1%	78,712	26.7%	94,909	28.3%	103,918	29.2%	21.7%	9.5%
2 Person	80,698	31.4%	96,108	32.6%	105,363	31.4%	110,365	31.0%	19.1%	4.7%
3 Person	43,497	16.9%	47,303	16.1%	52,235	15.6%	54,651	15.4%	8.8%	4.6%
4 Person	40,591	15.8%	41,792	14.2%	47,394	14.1%	49,638	14.0%	3.0%	4.7%
5 Person	18,717	7.3%	20,394	6.9%	23,050	6.9%	24,289	6.8%	9.0%	5.4%
6 Person	6,205	2.4%	6,799	2.3%	8,017	2.4%	8,437	2.4%	9.6%	5.2%
7+ Person	2,837	1.1%	3,394	1.2%	4,107	1.2%	4,285	1.2%	19.6%	4.3%
Avg Hhld Size	2.6		2.6		2.5		2.5		0.0%	0.0%
Length of Residence										
Stability (In Res. 5+ Years)	52.3%		47.1%		35.4%				-10.0%	N/A
Turnover (% Yearly)	20.2%		21.2%		20.8%				5.0%	N/A

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Family Status										
	1990 Census		2000 Census		2010 Estimate*		2015 Projection**		Percent Change	
									1990 to 2000	2010 to 2015
Total Households with Children	98,097	100%	107,133	100%	111,958	100%	113,461	100%	9.2%	1.3%
Family Households with Children	97,165		105,973		110,950		112,550		9.1%	1.4%
Married Couple	73,962	75.4%	76,235	71.2%	76,246	68.1%	75,347	66.4%	3.1%	-1.2%
Male Hhldr-No Spouse	3,716	3.8%	6,420	6.0%	9,011	8.0%	10,433	9.2%	72.8%	15.8%
Female Hhldr-No Spouse	19,487	19.9%	23,318	21.8%	25,694	22.9%	26,770	23.6%	19.7%	4.2%
Non-family Households with Children	932		1,160		1,008		910		24.5%	-9.6%
Male Hhldr-No Spouse	767	0.8%	908	0.8%	853	0.8%	796	0.7%	18.4%	-6.7%
Female Hhldr-No Spouse	165	0.2%	252	0.2%	154	0.1%	115	0.1%	52.7%	-25.6%
Total Households without Children	159,172	100%	187,369	100%	223,117	100%	242,122	100%	17.7%	8.5%
Family Households without Children	82,644		91,608		108,566		117,294		10.8%	8.0%
Married Couple	70,723	44.4%	77,894	41.6%	90,807	40.7%	97,436	40.2%	10.1%	7.3%
Male Hhldr-No Spouse	3,297	2.1%	4,184	2.2%	6,897	3.1%	8,317	3.4%	26.9%	20.6%
Female Hhldr-No Spouse	8,624	5.4%	9,530	5.1%	10,862	4.9%	11,542	4.8%	10.5%	6.3%
Non-family Households without Children	76,528		95,761		114,551		124,828		25.1%	9.0%
Male Hhldr-No Spouse	33,720	21.2%	44,646	23.8%	54,781	24.6%	60,407	24.9%	32.4%	10.3%
Female Hhldr-No Spouse	42,808	26.9%	51,115	27.3%	59,769	26.8%	64,421	26.6%	19.4%	7.8%

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Vehicles Available										
	1990 Census		2000 Census		2010 Estimate*		2015 Projection**		Percent Change	
									1990 to 2000	2010 to 2015
Average Vehicles Per Household	1.8		1.7		1.9		2.1		N/A	N/A
0 Vehicles Available	21,908	7.9%	21,262	7.2%	19,419	5.8%	19,186	5.4%	-2.9%	-1.2%
1 Vehicle Available	81,366	29.2%	95,919	32.6%	102,562	30.6%	105,893	29.8%	17.9%	3.2%
2+ Vehicles Available	175,175	62.9%	177,321	60.2%	213,094	63.6%	230,503	64.8%	1.2%	8.2%

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Marital Status										
									Percent Change	
	1990 Census		2000 Census		2010 Estimate*		2015 Projection**		1990 to 2000	2010 to 2015
Age 15+ Population	523,773		593,611		671,084		706,082		13.3%	5.2%
Married, Spouse Present	297,985	56.9%	314,345	53.0%	370,922	55.3%	396,115	56.1%	5.5%	6.8%
Married, Spouse Absent	7,480	1.4%	22,404	3.8%	23,621	3.5%	24,171	3.4%	199.5%	2.3%
Divorced	46,933	9.0%	61,542	10.4%	65,573	9.8%	67,594	9.6%	31.1%	3.1%
Widowed	35,205	6.7%	34,718	5.8%	36,577	5.5%	37,053	5.2%	-1.4%	1.3%
Never Married	136,216	26.0%	160,602	27.1%	174,391	26.0%	181,149	25.7%	17.9%	3.9%

* Decision Data Resources estimates applied to 2010 U.S. Census data ** Decision Data Resources projections applied to 2010 U.S. Census data

Educational Attainment										
									Percent Change	
	1990 Census		2000 Census		2010 Estimate*		2015 Projection**		1990 to 2000	2010 to 2015
Age 25+ Population	426,971		484,315		552,056		584,882		13.4%	5.9%
Grade K - 8	24,339	5.7%	16,479	3.4%	16,904	3.1%	15,527	2.7%	-32.3%	-8.1%
Grade 9 - 12	44,612	10.4%	39,482	8.2%	28,583	5.2%	23,829	4.1%	-11.5%	-16.6%
High School Graduate	139,526	32.7%	140,519	29.0%	150,516	27.3%	153,927	26.3%	0.7%	2.3%
Some College, No Degree	98,339	23.0%	120,952	25.0%	129,334	23.4%	132,002	22.6%	23.0%	2.1%
Associates Degree	27,651	6.5%	32,585	6.7%	46,441	8.4%	53,583	9.2%	17.8%	15.4%
Bachelor's Degree	63,486	14.9%	91,149	18.8%	121,452	22.0%	137,137	23.4%	43.6%	12.9%
Graduate Degree	29,049	6.8%	40,094	8.3%	58,827	10.7%	68,878	11.8%	38.0%	17.1%
No Schooling Completed			3,055	0.6%						

* Decision Data Resources estimates applied to 2010 U.S. Census data ** Decision Data Resources projections applied to 2010 U.S. Census data

Current year data is for the year 2010, five year projected data is for the year 2015.
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The Greater Omaha Economic Development Partnership represents a four county area that includes the Greater Omaha Chamber (Douglas County), Cass County Nebraska Economic Development Council, Gateway Development Corporation (Washington County) and Sarpy County Economic Development Corporation. This seamless regionalized economic development organization operates as a one-stop shop for all of your economic development needs.

May 2011. For additional data, go to SelectGreaterOmaha.com