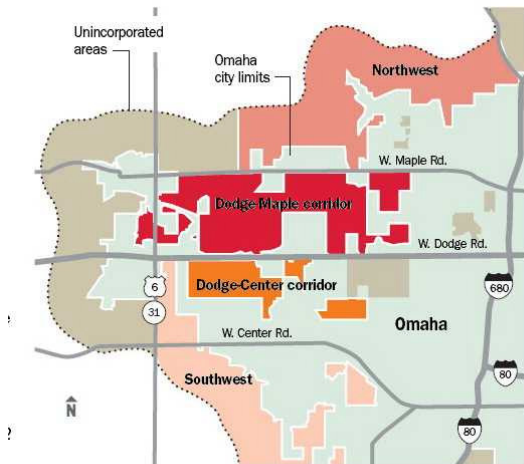


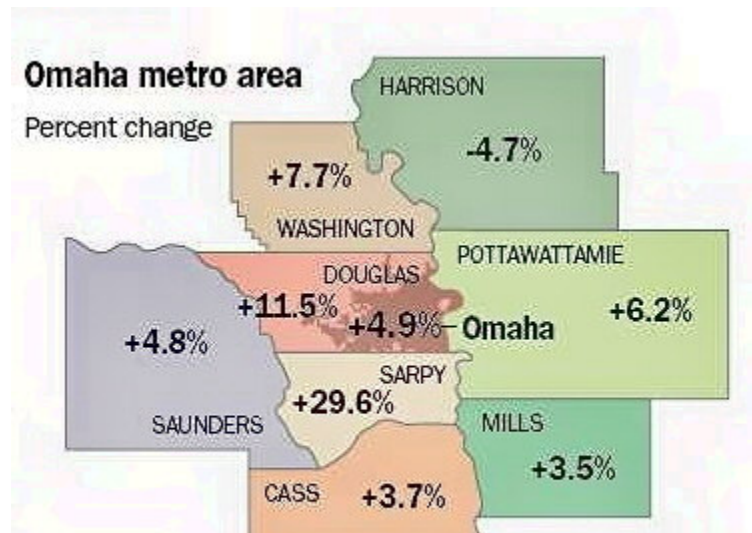
Demographic Changes in Omaha*:



SOURCE: WorldHerald analysis of Census 2010 data

- ❖ The population of the 8 county region is now 865,000 up nearly 100,000 since 2000
- ❖ Omaha metro area can look at the possibility of hitting the 1 million population milestone by 2020.
- ❖ For the first time, Omaha's market share of the metro area population sits below 50 percent.

- ❖ 70% of population growth in Douglas and Sarpy Counties – 61,475 people – occurred in unincorporated areas, outside a city limit.
- ❖ There are 85,000 people living in unincorporated subdivisions within a mile of the Omaha city limits.
- ❖ ¼ of Douglas and Sarpy County residents now live outside a city limit.



About Omaha:

- ❖ City of Omaha added 28,000 residents since 2000 from annexation, but due to population losses in older parts of city, net gain was only 18,591. After growing by 54,000 people between 1990 and 2000, Omaha has added just 18,951 people since 2000.
- ❖ Slight overall growth: Omaha population was 408,958 in 2010, up 4.9%. Previous population estimates as recently as a year ago indicated that Omaha was heading for 460,000.

Ethnic Mix of Omaha

- ❖ White population declines: Omaha lost 15,704 whites since 2000, with whites now accounting for 68% of population, down from 75% in 2000
- ❖ African Americans and Hispanics are nearly equal in numbers: There are 55,128 African Americans and 53,553 Hispanic residents in Omaha. Overall, Omaha's nonwhite population grew by 34,655

Ethnic Mix of State of Nebraska

- ❖ Slow growth of whites: Whites added just 4,259 to the state population from 2000 to 2010 versus a growth of 34,000 whites between 1990 and 2000
- ❖ Higher growth by minorities: Most growth was from minority communities, up from 13% to 18% of the total population.
- ❖ Hispanic growth: There are now 167,405 Hispanics up 73,000 since 2000.