

# Nebraska Annual Social Survey Snapshot:

## What do we know about Nebraska-born adults?

**Those who live in rural areas, are Republican, and are more satisfied living here are more likely to have been born in Nebraska**

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A survey of 2,232 Nebraskans conducted between July and November 2024 asked respondents “Were you born in Nebraska, another state, or a foreign country?” Respondents could answer Nebraska, another state, or a foreign country. For this report, another state and a foreign country are combined as “outside Nebraska.”

Overall, 64% of Nebraskan adults were born in Nebraska while 36% were born outside Nebraska. About seven-in-ten (68%) of those who are very or somewhat satisfied with living in Nebraska were born in Nebraska. In contrast, about half of those who are neutral (50%) or dissatisfied (52%) with living in Nebraska were born in Nebraska.

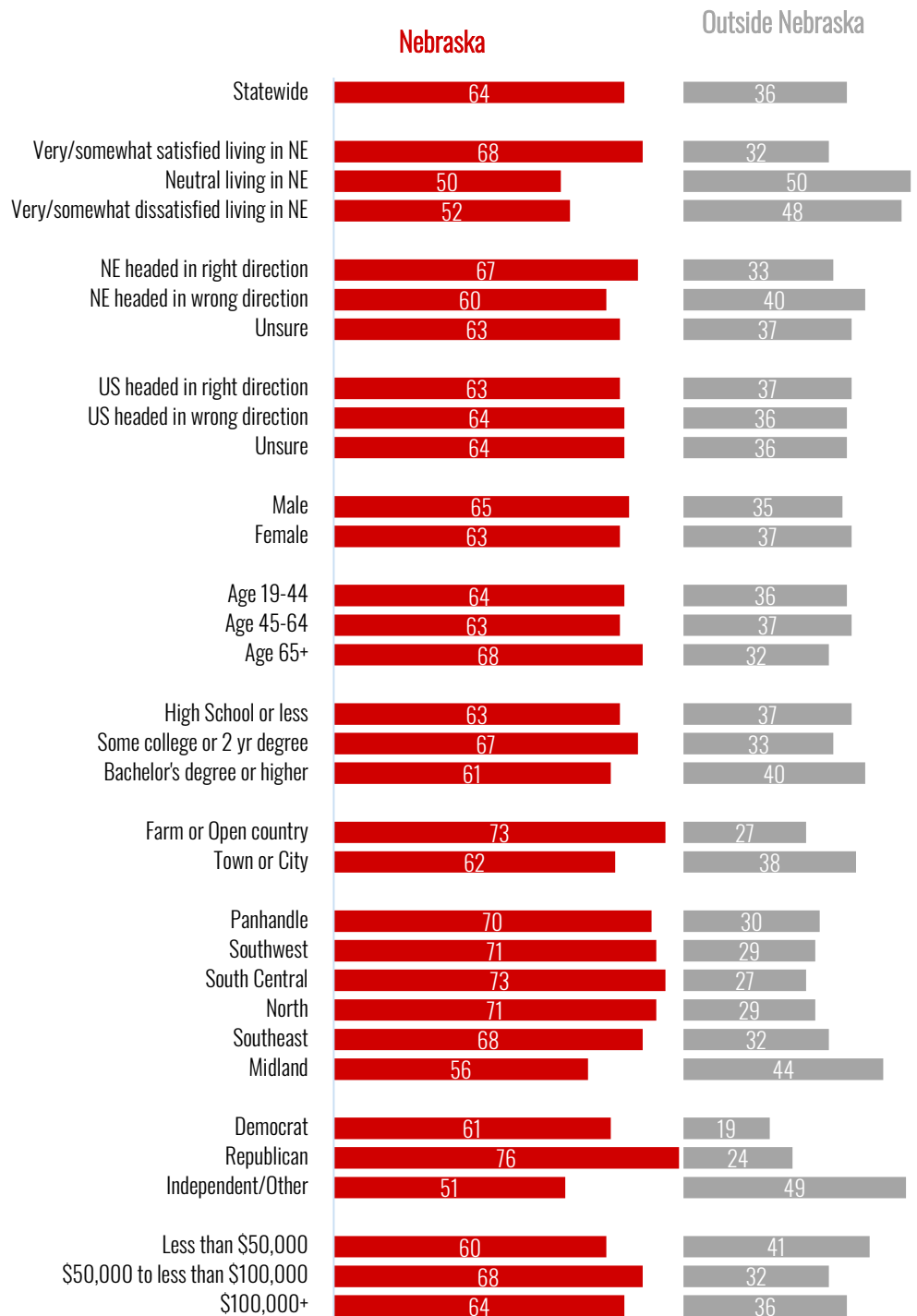
Rural areas and geographic areas vary in their share of Nebraska-born adults. About three-quarters (75%) of those who currently live on a farm or in open country were born in Nebraska, more than the 62% of those who live in a town or city. Similarly, 56% of those who live in the Midland region (around Omaha) were born in Nebraska, compared to about 70% of those who live in other parts of the state.

Finally, about three-quarters of Republicans reported they were born in Nebraska (76%), compared to 61% of Democrats and 51% of Independents/Other who were born in Nebraska.

### Data Source and Methodology

The Nebraska Annual Social Indicators Survey (NASIS) is an annual statewide concurrent mail and web survey conducted by BOSR with multiple clients. NASIS uses an address-based sample of adults aged 19 and older (Nebraska’s age of majority) and asks adults with the next birthday to participate in the survey. The

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2024 NASIS consisted of a 16-page paper questionnaire that was administered by mail with an option to complete by web to a sample of 10,000 Nebraska households. Data were collected from July to November 2024 with an AAPOR Response Rate 2 of 23.2% (n=2,232). Overall estimates have a margin of error of  $\pm 4\%$ . Significantly separate groups are reported from statistical tests with  $p < .05$ . The full methodology report can be found at <https://bosr.unl.edu/nasis>

**WHO ARE WE?** BOSR has been conducting survey research and providing research assistance to University of Nebraska–Lincoln faculty, departments, administrative units, students, and various government agencies and non-profit organizations since 1964. Operating as a 'one-stop research shop,' BOSR develops and manages mail, web, telephone, in-person, and mixed-mode surveys with academic rigor.

