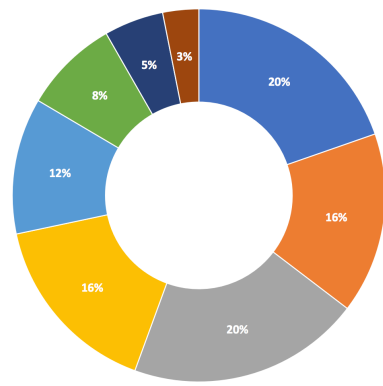


# Community Strengths

Your Community's Final Report



**Prepared by:**

Angela Hollman, Ph.D.  
Travis Hollman, President

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# Project Overview

We began the Community Strengths project in 2016 as a research study. We felt that a community was similar to other marketable products—it fulfilled the needs of those who used it.

However, unlike other commonly marketed products, communities have often ignored the marketing concept; instead of considering first the needs of their consumers and then marketing around those known needs, communities have typically looked inward at what they have assumed were their strengths and then marketed around those assumed strengths.

We believed that there were likely similar attributes that people desired in *any* community. With this hypothesis in mind, we interviewed 650 people statewide to see what stood out. Nine or ten things floated to the top and were found to be relatively in-demand from one community to another. A majority of these needs can be communicated quite simply and may not come as a surprise—people desire safe, affordable communities that are home to good jobs and supportive people.

Using that original research, we designed a survey instrument and recruited 30 communities to administer that instrument to nearly 6,000 people throughout Nebraska. 26 communities received enough responses to be reliably included in our ranking system—the first of its kind.

Although we can not share the rankings of the other communities with you, we can tell you the names of the 26 ranked communities: Albion, Alliance, Aurora, Cambridge, Columbus, Chadron, Crawford, Grand Island, Holdrege, Kearney, Lincoln, McCook, Minden, Nebraska City, North Platte, Ogallala, Omaha, O'Neill, Ravenna, Red Cloud, Scottsbluff, Seward, Sidney, Superior, West Point, and Wisner.

Grand Island, Lincoln, and Omaha did not formally participate; however, we independently surveyed those communities and obtained enough responses to include them in the rankings.

We did not weight demographics. For instance, there were noticeably more female than male participants. This is not uncommon. However, our internal analysis indicated that responses were strikingly similar between the two genders; when asked which attributes were most important, the results were nearly identical.

We took care to require that each community met a statistical threshold before including it in the rankings. Furthermore, the aggregate statewide results should help supplement your individual community's results. Overall, we are confident that your report will be helpful to your strategic planning process.

This has been a fantastic project with tremendous support from the participating communities. We greatly enjoyed the opportunity to work with you on this Community Strengths project.

Sincerely,

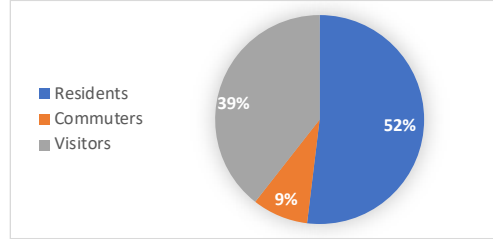
Travis & Angela Hollman

# Red Cloud

Composite Rank: #14 out of 26 ranked communities\*

## Surveyed sample for Red Cloud

Total	104
Residents	54
Commuters	9
Visitors	41



Our research indicates that the following attributes are most important to people in selecting a community.

In Red Cloud...	Your score	State average	Your rank	Importance**	Std Dev
I feel safe.	4.29	4.09	#8	4.50	0.72
it is affordable.	4.32	3.63	#1	4.34	0.80
there are good employment opportunities.	3.17	3.43	#18	4.24	1.22
there are friendly people.	4.18	4.09	#10	4.47	0.96
I feel accepted by the people.	4.13	3.86	#4	4.42	1.12
there are supportive people.	4.23	4.02	#4	4.49	1.01
there are good amenities.	3.31	3.32	#11	4.22	1.02
there are good quality schools.	3.47	3.91	#23	4.01	1.11
I like the size.	3.97	4.04	#16	3.99	1.17
it is close to my family.	3.79	3.87	#16	3.96	1.12

These are 3 additional characteristics that make people feel part of their community:

In Red Cloud...	Your score	State average	Your rank	Importance**	Std Dev
there are opportunities to get involved.	4.23	4.00	#3	--	0.98
I can be part of a church that's right for me.	3.95	3.96	#13	--	1.35
I have friends nearby.	4.31	4.04	#2	--	0.94

**Notes/calculations:**

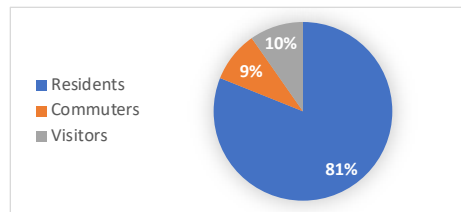
\* Your composite rank was determined by comparing your rank for each attribute versus the ranks of the other participating communities. In determining your composite rank, each item was weighted according to how "important" it was rated by all participants statewide.

\*\* Importance shows how your survey respondents rated the importance of each item. State averages for importance are shown in the next section of the report.

# Importance of measured attributes statewide

## Surveyed sample for Nebraska

Total	5896
Residents	4780
Commuters	543
Visitors	573



In all communities surveyed in Nebraska...	Residents	Commuter	Visitors	Overall Importance	Std Dev
I feel safe.	4.66	4.59	4.53	4.64	0.95
I feel it is affordable.	4.53	4.50	4.38	4.51	0.89
I feel there are good employment opportunities.	4.46	4.34	4.16	4.42	1.26
I feel there are friendly people.	4.37	4.29	4.36	4.36	0.88
I feel accepted by the people.	4.26	4.22	4.31	4.26	1.05
I feel there are supportive people.	4.26	4.19	4.26	4.26	1.03
I feel there are good amenities.	4.24	4.11	4.16	4.22	1.00
I feel there are good quality schools.	4.10	3.89	3.71	4.04	1.34
I like the size.	4.01	3.99	3.94	4.00	1.19
I feel it is close to my family.	4.00	3.98	3.96	4.00	1.36

**Notes/calculations:**

The average scores included in this section show how important each attribute was for all survey participants statewide.

# Red Cloud (continued)

## Additional questions received from your survey respondents.

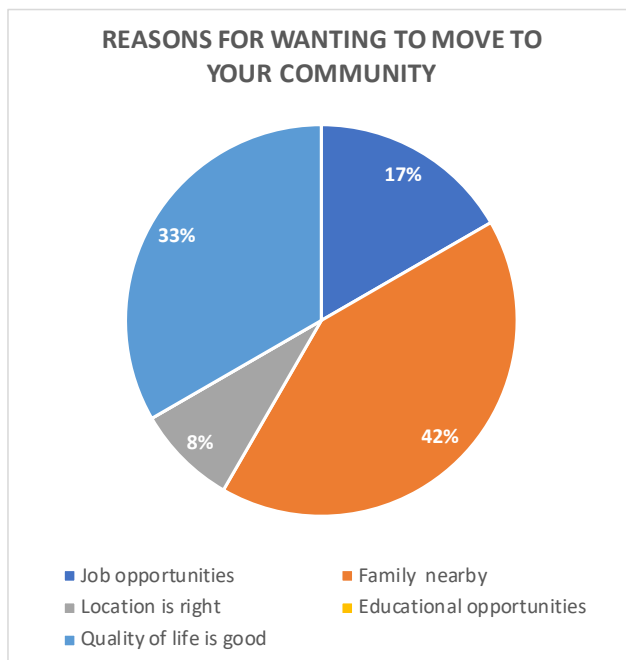
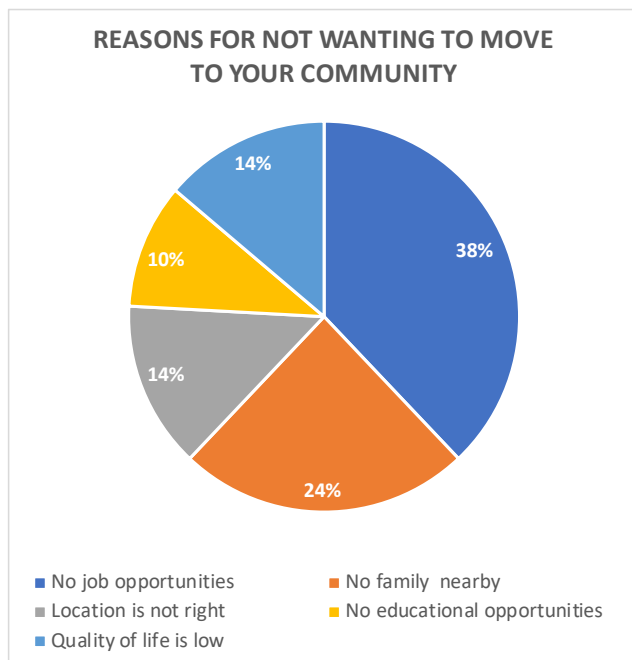
Regarding Red Cloud...	Residents	Commuters	Visitors	Overall	State Avg
I am satisfied with the community.	3.78*	3.67*	4.05*	3.88	3.85
<b>The following were only asked of residents:</b>					
I desire to live in another community.**	2.17*	--	--	--	2.42
	1.46*	--	--	--	1.68
<b>The following were only asked of commuters &amp; visitors:</b>					
my first impression was positive.	--	3.89*	3.88*	3.88*	3.86
it is representative of the type of community I would like to live in.	--	3.56*	3.61*	3.6*	3.51
I desire to live in this community.	--	3.33*	2.9*	2.98*	2.89
there is a chance I will move here in the next 10 years.	--	2.22*	2.2*	2.2*	2.19

**Notes/calculations:**

\* Not a significant sample size was surveyed. Therefore, you should not assume that these results are representative of your entire visitor and commuter population.

\*\* Lower numbers here are considered better. Lower numbers mean that Residents "Do not desire to live in another community" or "Are not likely to move in the next 12 months."

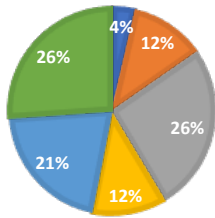
## Commuters and visitors selected these predefined reasons for why they would or would not move to your community.



# Survey demographics for Red Cloud

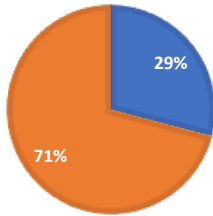
**AGE**

- 19 to 24
- 24 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65+



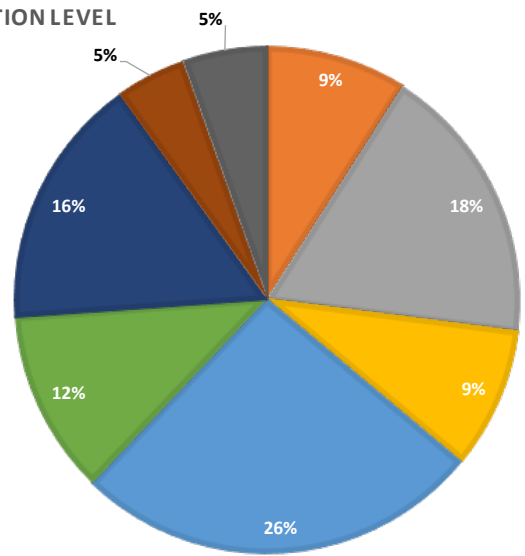
**SEX**

- Male
- Female



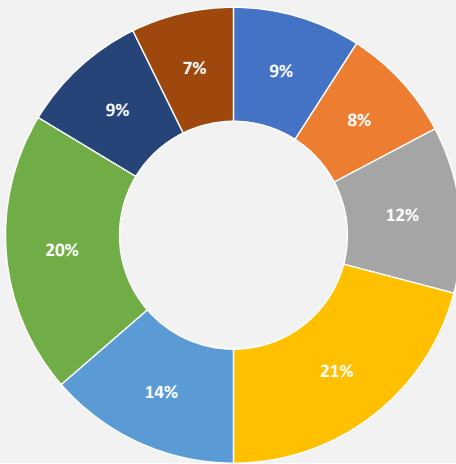
**EDUCATION LEVEL**

- Less than high school
- High school grad / GED
- Some college
- Associate degree
- Bachelor's
- Bachelor's plus more
- Master's
- Professional
- Doctoral



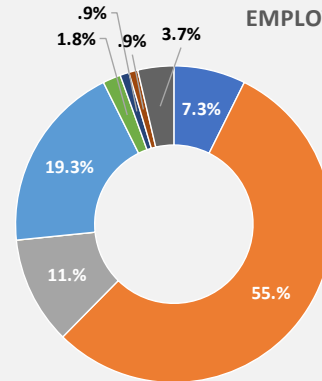
**HOUSEHOLD INCOME**

- < \$20,000
- \$20k to \$34,999
- \$35k to \$49,999
- \$50k to \$74,999
- \$75k to \$99,999
- \$100k to \$149,999
- \$150k to \$199,999
- > \$200k



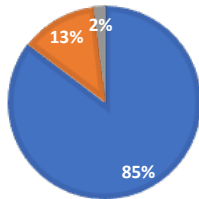
**EMPLOYMENT TYPE**

- Part-time (1 - 39 hours per week)
- Self-employed
- Retired
- Not employed, looking for work
- Student
- Full-time (40+ hours per week)
- Military
- Disabled, not able to work
- Homemaker



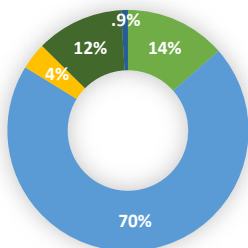
**RESIDENCE TYPE**

- Owned
- Rented
- Occupied without rent



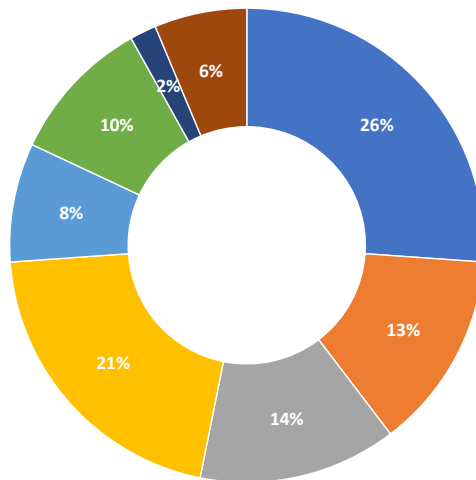
**MARITAL STATUS**

- Single, never married
- Married / domestic partnership
- Widowed
- Divorced
- Separated



**YEARS LIVED IN THIS COMMUNITY**

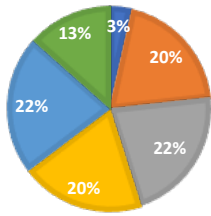
- 0 to 4
- 5 to 9
- 10 to 19
- 20 to 29
- 30 to 39
- 40 to 49
- 50 to 59
- 60+



# Survey demographics for the State of Nebraska

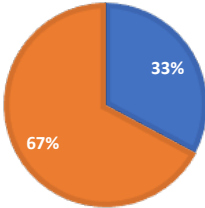
### AGE

- 19 to 24
- 24 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 



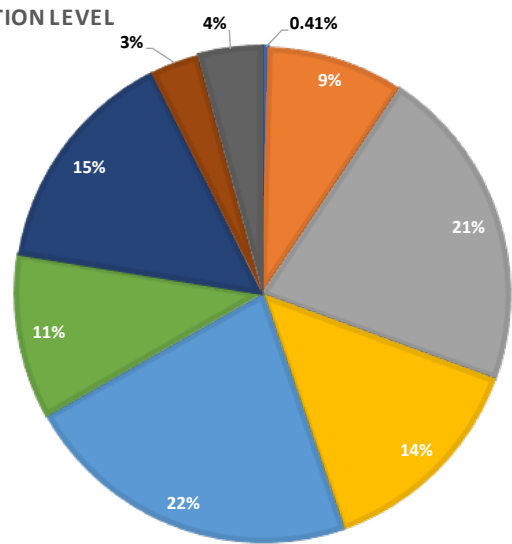
### SEX

- Male
- Female



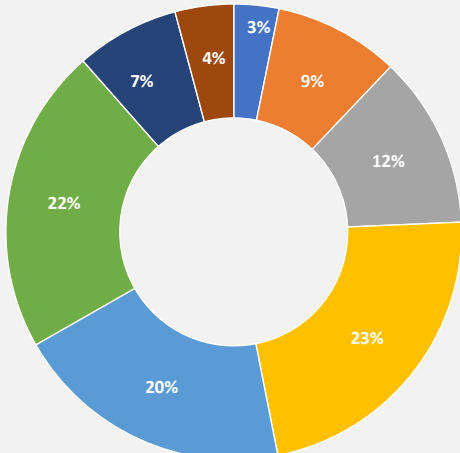
### EDUCATION LEVEL

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- Some college
- Associate degree
- Bachelor's
- Bachelor's plus more
- Master's
- Professional
- Doctoral



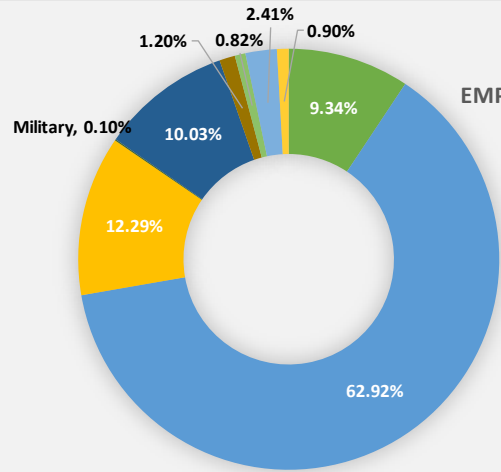
### HOUSEHOLD INCOME

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- \$35k to \$49,999
- \$50k to \$74,999
- \$75k to \$99,999
- \$100k to \$149,999
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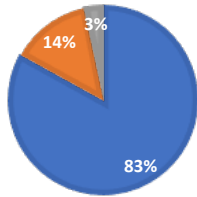
### TYPE OF EMPLOYMENT

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- Self-employed
- Retired
- Not employed, looking for work
- Student
- Full-time (40+ hours per week)
- Military
- Disabled, not able to work
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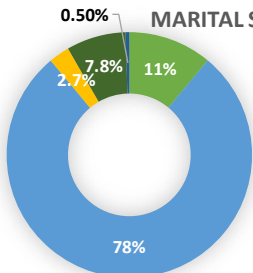
### RESIDENCE TYPE

- Owned
- Rented
- Occupied without rent



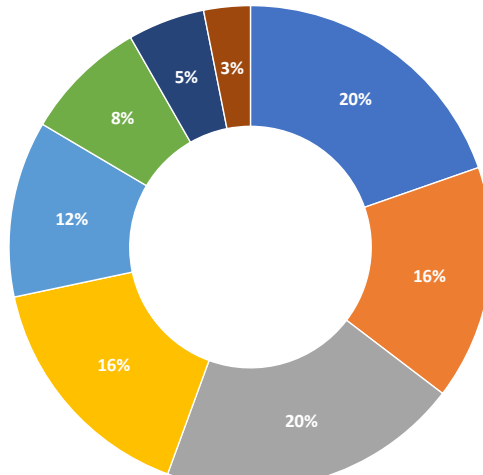
### MARITAL STATUS

- Single, never married
- Married / domestic partnership
- Widowed
- Divorced
- Separated



### YEARS LIVED IN THIS COMMUNITY

- 0 to 4
- 5 to 9
- 10 to 19
- 20 to 29
- 30 to 39
- 40 to 49
- 50 to 59
- 60+



## Is there anything else important to you when choosing a community?

A community needs to have a cultural center, such as the National Willa Cather  
1 Center and Opera House we have in Red Cloud

Safety is a major factor with children, good, clean community. Respectful and  
2 open minded and accepting of change and progress.

3 No traffic jams

4 Fast, reliable internet access.

5 Because of my age, Medical facilities in close proximity.

We have really picked up a lot of variety of things to do in the community in the  
last several years and i feel this is a real plus to bring younger families in to  
6 the community.

Zoning of backyard livestock, code enforcement, nuisance properties, proximity  
7 to animal production facilities

The community should be made up of caring people who are proud of where  
they live and passionate about making a difference. The residents should work  
and volunteer to make the community a better place to live, to work, and to raise  
8 their children.

This could fall under amenities, but access to arts and cultural opportunities is  
9 important to me.

10 Kids activities/places to play

11 Recreational opportunities and shopping.

12 Medical care

Quick connectivity to Internet; cultural activities; proximity to larger city\ for  
13 restaurants, access to bus, train, or airport; public transportation for elderly.

Conditions of infrastructure...streets, buildings, housing. Health care is also  
14 very important.

15 church

The physical appearance of the community should be attractive ie. No junk  
16 scattered throughout the community; residential upkeep is important.

17 No

18 Access to outstanding medical services; easy access to airport

19 Leadership of people in government

20 Transportation

I love that there is a re-birth of activity and young people in Red Cloud. The  
town does, however, lack good medical facilities and a strong school system.  
21 Most people, before relocating, look at these two very closely.

Leadership opportunities, and the general vibrancy/momentum of a  
22 community.

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23 Potential for growth and change which Red Cloud is currently very much doing.

24 No, everything was covered within the questions.

25 Inclusiveness and diversity.

I would like to live closer to my grandchildren. My educated children do not have any job opportunities here. They have very good, high paying jobs, children attend private schools and not enough quality places to eat and shop. One of them would love to come home to raise her family but the job

26 opportunity is not available.

to know that you have friends/neighbors to be there, for you; to have good medical/hospital facilities when needed, to be safe on the streets, opportunities

27 to volunteer, to work, arts and music.

cost of living

cultural activities

28 entertainment

A nearby church in my religious tradition; citizens who want to support each

29 other; intelligent entertainment.

church, things to do and others to make friends with, homeschooling

30 community

31 The attitudes and the work done re historic preservation.

32 I own my house in nearby community.

33 Acceptance of gay & lesbian life style

It is growing. It has a community foundation. It has endowments to support and

34 sustain essential non-profit organizations and services.

35 Ordinances made by city council be enforced and consistent

I love Red Cloud, especially the Willa Cather Center. I wish there was a nice

36 hotel....

37 The community needs to grow with more businesses and housing

-Involve as many people as you can in as many activities as you can

-Keep people informed of activities through as many means as you can

-Inform people (current and new residents) of laws, rules, ordinances, and where services can be obtained, etc.

Possibly erect a public marquee where events and celebrations are recognized.

- ENFORCE LAWS, ORINANCES, ETC! Why pass laws & ordinances if you don't enforce them? Examples include vehicles parked on lawns, "Jake" breaks, animal ordinances, etc.

-Keep passing the good word about Red Cloud and educating the residents

38 about the town and how guests and customers should be welcomed and treated.

Want it to be a community that is moving positively into the future and is

39 looking for opportunities to improve itself

40 Cleanliness, neatness, good streets

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