



# OMAHA & COUNCIL BLUFFS METROPOLITAN STATISTICS

The Omaha MSA offers tremendous opportunities in the arts and entertainment, boasts a vibrant and continually developing downtown area, and hosts the College World Series in the newly built T. D. Ameritrade Park.

## METROPOLITAN STATISTICAL AREA

The Omaha metropolitan statistical area (MSA) encompasses **4,400** square miles in eight-counties in two-states

The MSA has a population of **865,350**

Southern Baptists number **1.4%** of the population

All evangelicals combined total **12.1%**

**50.6%** of the population claim no religious affiliation

## OTHER MSA CITIES WITH NATIONAL RATINGS

**1<sup>st</sup>** **PAPILLION** // America's Top Small Town 2012  
Livability.com // September 2012

**2<sup>nd</sup>** **ARLINGTON** // America's Best Places to Raise Kids  
Bloomberg Businessweek // November 2011

**5<sup>th</sup>** **BELLEVUE** // Where Homes Are Affordable  
Money // August 2012

## NATIONALLY RANKED

Omaha was listed as one of ten Best Cities for Millennials Right Now  
The Atlantic Wire // November 2013

### RANKED FIRST

Omaha's Henry Doorly Zoo & Aquarium was recently named by TripAdvisor as the #1 zoo in the USA

10 Great Cities to Raise Your Kids  
Kiplinger // May 2012

Cities With the Biggest Bang For Your Buck  
The Fiscal Times // June 2012

The 10 Best Cities to Raise a Family in America  
Movoto Blog // May 2013

### RANKED SECOND

Top 10 Cities with the Best Economies for Families  
Parenting // July 2012

The 9 Best Up-and-Coming Cities for Music  
MTV Iggy // February 2013

### RANKED FOURTH

Best Cost of Living  
Men's Health // November 2011

America's Happiest Cities  
Men's Health // November 2011

### RANKED FIFTH

Best Cities to Find a Job  
US News // January 2012

### RANKED SIXTH

Most Secure Places to Live in the U.S (for Large Metro Area 500,000 or more residents)  
Farmers Insurance Group // June 2013

### RANKED SEVENTH

Best Cities for Jobs  
Forbes // February 2012

Best Cities for Raising a Family  
Forbes // April 2012



## MANY PEOPLE IN THE METRO AREA REFLECT AN INTERESTING MIXTURE OF ECONOMIC CONSERVATISM AND MAINLINE CHRISTIAN LIBERAL, UNIVERSALISM.

As such the area is familiar with alternative lifestyles and various religious traditions from Mormonism to Islam and Buddhism to Zoroastrian. The region has a high rate of alcohol abuse and a heavy fixation on sports-especially all things Husker.

If you are looking for an opportunity to impact lostness for the glory of God, contact us. The church planting and church partnership opportunities are significant and varied.

Call Mark Elliott or John Mark Hansen at 402-551-0608 or e-mail us at [enba@enbasbc.org](mailto:enba@enbasbc.org).



**Eastern Nebraska Baptist Association**

The MSA is experiencing an exploding ethnic diversity. The major ethnic minority is no longer African-American, but Hispanic. The area boasts the largest Sudanese population in America, and is experiencing a growing population from Burma, Bhutan, Somalia, China, and a host of other countries from all around the world.

The challenges represented by this cultural diversity and the spiritual climate it creates provides a number of church planting opportunities for Southern Baptists who are experiencing **Nebraska the Good Life**. These areas include...

- Reaching the expanding ethnic minorities.
- Connecting with the various inner city opportunities among African-Americans (the Eastern Nebraska Baptist Association includes 10 predominantly African American Churches)
- Connecting with college students (there are over 70,000 students in the MSA).
- Ministering to the least among us (Set Free Church is helping us lead the charge in this area).
- Expanding suburban areas—in the last decade hundreds of acres of farmland have been converted into housing developments.
- Growing bedroom communities—the MSA includes dozens of smaller communities that are experiencing significant and at times uncomfortable population growth.
- Struggling small towns where low income families find inexpensive housing—most of these communities have no SBC church and where there is little evangelical work.

Southern Baptist leaders in the area provide significant logistical and relational support: housing for mission teams and for planters we have office space, peer networks, administrative support related to all aspects of a new church plant, as well as low cost printing and high-quality graphics support just to name a few.