

Discover the Possibilities



NEBRASKA  
possibilities...endless<sup>SM</sup>

Nebraska is alive with opportunities for businesses and families. From our wonderfully diverse cultural heritage to our strong Midwestern work ethic, there's no better place to build, expand, or start your business. And for your staff—there's no better place to live.

A widely reported livability rating, based on rankings in 43 different categories, consistently gives Nebraska a high overall score. In fact, on a variety of quality of life studies, Nebraska consistently ranks among the top 10 states in the nation year after year.



## Welcome to the Good Life

Nebraska offers an endless array of advantages that make living, working, and doing business here a wonderful and rewarding experience. Within our borders, you'll discover people who are genuine, hardworking, and proud of their heritage. Nebraskans are excited about the future and eagerly welcome new industry and development to the state.

Ask Nebraskans what they love about this state and they'll tell you it's a great place to grow up, raise a family, start a career or business, and prosper. It is this high quality of life that has created an environment where the possibilities for prosperity and happiness are truly endless.



### Clean Environment < < <

Nebraska ranks high in air quality, abundance and quality of underground water, and other factors. Across the state, wide-open spaces and acres of prairie grass give way to bountiful cropland and rugged river valleys. Urban areas blend spectacular architecture with well-tended landscapes.

### Strong Communities < < <

Nebraska boasts 530 incorporated municipalities ranging from small towns to large urban environments. In the east, Omaha (metropolitan population, 767,000) and Lincoln (metropolitan population, 267,000) rank as the state's largest cities. Whatever the setting, be it large or small, urban or rural, you'll discover a strong sense of community marked by volunteerism and cooperation among residents.

### Low Cost of Living < < <

Nebraska's overall cost of living ranks below the national average in all major categories, including food, housing, transportation, and health care. When adjusted for these cost of living advantages, Nebraska's wages and salaries compare very favorably with those in other states.

### Quality Education < < <

Nebraska's student-to-teacher ratio and high school graduation rate rank among the best in the nation. A greater proportion of Nebraska's high school students take and score higher on the ACT and SAT college aptitude tests than the national average. And through the use of innovative technology, Nebraska has dramatically increased distance learning opportunities at both the high school and college levels.





M. Frickson, Nebraska, P.D.

### Quick Commutes < < <

Because of extensive highway and street systems and very little congestion, residents enjoy some of the shortest commute times in the country. Nebraska's workers average just 18 minutes in travel time to work, many even less.



M. Frickson, Nebraska, P.D.

### Vast Outdoor Recreation < < <

Nebraska has an abundance of outdoor recreational sites and activities with nearly twice the U.S. average of state park acreage per population, a rapidly expanding network of recreational trails, an above-average number of high-quality, low-cost golf courses, and a good supply of wildlife-associated recreational opportunities. Currently, nearly half of the state's population participates in hunting, fishing, and/or wildlife viewing.

### Sound Government < < <

Nebraska is a fiscally conservative state that has long operated, by law, with no state debt. The state's unique unicameral—one-house legislature—is a model for efficient, accessible government.

### Safe Environment < < <

Nebraska is a safe place to live, work, and do business. The violent crime rate in Nebraska is 40 percent less than the U.S. average.

### Superior Health Care < < <

Nebraska is well known for its high-quality, low-cost health care facilities. The state boasts state-of-the-art technology and one of the nation's highest hospital beds-to-population ratios. Additionally, the average daily cost of a hospital stay is almost 30 percent lower than the U.S. average.



Hear what Nebraskans have to say ...

"One reason I remained in Nebraska through 35 years of coaching and afterward has been the excellent quality of life that my family and I have enjoyed here. We like the people, the values, and the attitude of Nebraskans. It has been a real pleasure for us to live here the great majority of our lives."

— Tom Osborne, U.S. Congressman and former University of Nebraska Head Football Coach  
Lincoln, Nebraska

"It stands to reason that the quality of life here is as exceptional as the quality of people ... our hometown atmosphere offers the best of both worlds. It boasts safety, security, and familiarity as a great place to raise a family."

— Gayle-Ann Douglas, Executive Vice President  
Douglas Manufacturing Corporation  
Crete, Nebraska

"For the last many decades, I could have lived any place in the country and conducted business from there. And, I've never given a thought to being anywhere except in Nebraska."

— Warren Buffett, CEO  
Berkshire Hathaway  
Omaha, Nebraska

# Cost of Living in Nebraska Compared to Other Places

	Monthly Apartment Rent <sup>1</sup>	House – Total Purchase Price <sup>2</sup>	Office Visit to Doctor <sup>3</sup>	Office Visit to Dentist <sup>4</sup>	Half Gallon of Milk <sup>5</sup>	Auto Maintenance <sup>6</sup>	Movie <sup>7</sup>
New York (Manhattan)	\$3,520.00	\$947,000.00	\$115.00	\$123.75	\$1.93	\$11.49	\$10.05
Boston	1,454.00	446,875.00	101.25	85.00	1.99	10.55	9.25
Chicago	1,355.00	416,195.00	108.40	113.00	2.07	7.60	8.75
San Diego	1,270.00	517,211.00	69.00	103.71	2.37	9.85	9.16
Minneapolis	1,001.00	331,144.00	87.25	96.40	2.02	9.58	7.65
Denver	754.00	296,799.00	72.50	108.33	2.16	8.56	8.30
Atlanta	724.00	235,723.00	76.86	91.86	1.57	10.78	8.10
St. Louis	708.00	247,546.00	83.00	77.00	1.83	8.53	7.60
<b>U.S. Average*</b>	<b>714.00</b>	<b>249,658.00</b>	<b>70.00</b>	<b>85.54</b>	<b>1.81</b>	<b>8.35</b>	<b>7.32</b>
<b>Nebraska Average**</b>	<b>619.00</b>	<b>241,321.00</b>	<b>65.30</b>	<b>73.84</b>	<b>1.57</b>	<b>7.97</b>	<b>7.03</b>

\* Average of data for 316 cities

\*\* Average of data for 3 cities: Hastings, Lincoln, and Omaha

<sup>1</sup> Two bedrooms, unfurnished, excluding all utilities except water, 1 1/2 or 2 baths, approximately 950 sq. ft.

<sup>2</sup> 2,400 sq. ft. living area new house, 8,000 sq. ft. lot, urban area with all utilities

<sup>3</sup> General practitioner's routine examination of established patient

<sup>4</sup> Adult teeth cleaning and periodic oral examination

<sup>5</sup> Whole milk

<sup>6</sup> Average price to computer- or spin-balance one front wheel

<sup>7</sup> First-run, indoor, evening, no discount

Source: ACCR Cost of Living Index, First Quarter, 2004. American Chamber of Commerce Researchers Association, Alexandria, VA



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