



**Historical Society**  
*215 W Eldora Ave. Weeping Water, Nebraska*

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# Purpose

## THE PROJECT

This document is intended to serve as a comprehensive resource for the redevelopment of a building situated in the downtown core of your community. It brings together essential information to support informed decision-making, including building-specific data, a design education packet\*, relevant census and ESRI data, and a list of potential funding opportunities.

This work has been carried out by the Nebraska Main Street Network (NMSN) as part of our ongoing commitment to supporting community revitalization and historic preservation efforts across the state. We are sincerely grateful to the Nebraska State Historical Society and the National Park Service\*\*. for awarding the Historic Preservation Educational Programming–Statewide Grant (HPEP), which made this project possible. The grant has enabled us to engage directly with communities, providing this resource at no cost. In addition to facilitating the evaluation of buildings in each participating Nebraska Main Street Community, the program also supports three educational workshops focused on historic preservation.

### \*DISCLAIMER:

The Nebraska Main Street Network provides these design case studies as an educational tool for member communities. The illustrations are conceptual in nature only and take no specific consideration of local codes, standards, permit process or design review.

\*\* This material was produced with assistance from the Historic Preservation Fund, administered by the National Park Service, Department of the Interior under Grant Number P23AF01076 and P24AF01925. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the Department of the Interior.

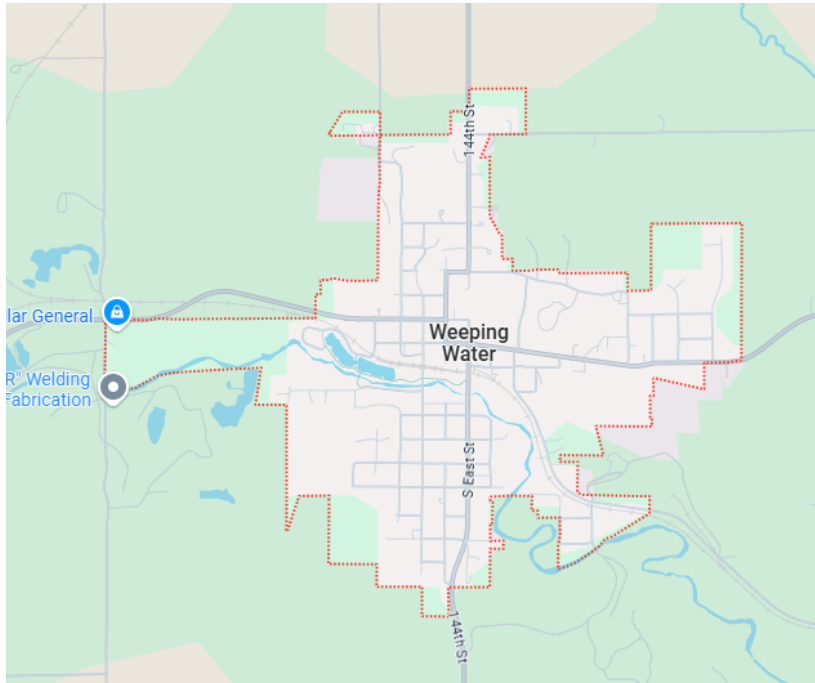
Scan the QR code to visit  
the HPEP virtual database:



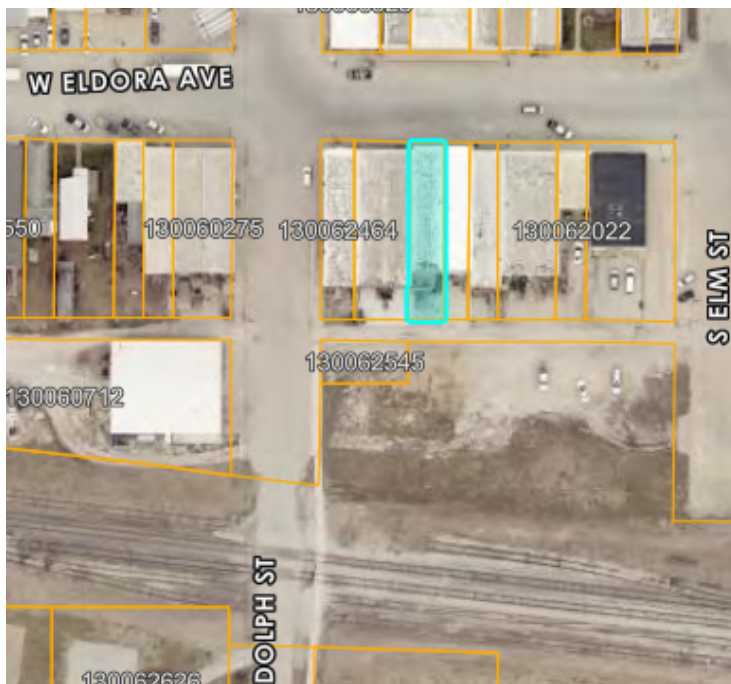
[https://nebraskamainstreet.org/  
news-events/2025-hpep/](https://nebraskamainstreet.org/news-events/2025-hpep/)

# Community Information

**WEeping WATER (GOOGLE MAPS)**



**BUILDING SITE (CASS COUNTY GIS)**





# Building Information

Community: Weeping Water, Nebraska  
Building Name: Historical Society  
Parcel ID: 130062294  
Site Address: 215 W Eldora Ave Weeping Water, NE  
Owner Name: City of Weeping Water  
Owner Address: PO Box 329 Weeping Water, NE 68463  
Tax District Code: 20  
Zoning: Commercial  
Overlays: N/A  
Future Land Use: N/A  
Flood Zones: Area of minimal flood hazard  
Construction Date: 1900  
Latest Remodel: \_\_\_\_\_  
National Register:       Y ☐ N ☒  
Date Listed: N/A  
Architectural Style: \_\_\_\_\_  
Construction Material: Masonry  
Value Year: 2025  
Building Value: \$47,070  
Land Value: \$5,140  
Total Value: \$52,210  
Lot Size: 2,970 Sq.Ft.  
Vacant Square Footage: 2,025 Upper floor  
Occupied Square Footage: 2,025 Main Floor  
Usable Square Footage: 4,050 Sq. Ft.  
Total Square Footage: 4,050 Sq Ft.  
Total Floors: 2  
Current Use(s): Museum  
Previous Use(s): Commercial  
Previous Use Date: Unknown

# Building History



Historic Information from the Weeping Water Historical Society:

<https://weepingwaterhistory.org/memory-lane/#:~:text=215%20WEST%20ELDORA%20AVENUE&text=The%20Memory%20Lane%20Museum%20on,burned%20in%20December%20of%201887.>

“The Memory Lane Museum on Eldora Avenue was built by the Independent Order of Odd Fellows (IOOF) Prairie Lodge, No. 25 in 1888 to replace the original 1882 building which burned in December of 1887. The building sustained damage in another fire in 1889, which originated in the adjoining Sackett & Gates Hardware store. The IOOF occupied the south end of the top floor, and many businesses occupied the lower floors through the years including Michelsen's Variety Store, Art Meeske's Gambles store before moving across the street, and finally, the Weeping Water Republican Newspaper. In 1990, Bill & Doris Duff purchased the building from IOOF and later donated it to the city to be used as a museum. Thanks to funds from the Day Foundation and volunteer efforts, the storefront and interior were restored and in 1993 the museum was opened.”



# Survey

## **Goals and Ideas for Improvements**

While the museum space below is beautifully curated, the upper floor of the building sits vacant. Formerly an Oddfellows Hall and a law office, the layout is one room with a large open space. The main goal is to create a community gathering area.

## **Previous Remodels & Funding**

Unknown

## **Major Issues and Costs Concerns With Previous or Future Development Efforts**

None

## **Specific Concerns with Redevelopment**

Accessibility and fire safety.

## **Vacancy Description**

The upper floor is currently vacant.

## **Notable Damage**

There may have been water damage at some point, but if so, any leakage has now been stopped.

# Survey

Rate the Condition of the Following Elements (5 is Best, 1 is worst)

| Condition                             | 5 | 4 | 3 | 2 | 1 | N<br>A | Concerns with Remodeling/Other Notes                                                                        |
|---------------------------------------|---|---|---|---|---|--------|-------------------------------------------------------------------------------------------------------------|
| Interior Walls & Ceilings             |   |   |   | X |   |        | The layout of the upper-floor works nicely. Walls and ceilings will likely need repairs.                    |
| Flooring                              |   |   |   | X |   |        | Flooring will likely need modernized.                                                                       |
| Lighting                              |   |   | X |   |   |        | Some fixtures, will likely need replaced for efficiency.                                                    |
| Stairwells/<br>Hallways/<br>Elevators |   |   |   |   | X |        | The stairway is very steep. There will need to be a secondary stairway if used as a public gathering place. |
| Plumbing                              |   |   |   |   |   | X      | N/A                                                                                                         |
| Electrical                            |   |   |   |   | X |        | Electrical will need updated.                                                                               |
| HVAC                                  |   |   |   |   |   | X      | N/A                                                                                                         |
| Fire Safety Systems                   |   |   |   |   |   | X      | N/A                                                                                                         |
| Internet Infrastructure               |   | X |   |   |   |        | Has ability to get internet to the second floor.                                                            |



# Survey.

## **Expanding on Condition Evaluation**

Overall, the space is in fair condition. Utilities will either need to be implemented, replaced, or modernized for efficiency. It may be necessary or desirable to update some of the finishes.

### **Disclaimer:**

This evaluation is based solely on visual observations and information provided by the building owner. It should not be considered comprehensive or definitive. For an accurate and thorough assessment, a qualified construction professional should conduct a detailed inspection.

## **Building Significance & Significant Changes to Design**

The 1888 structure might be considered historic based on its age and use as an Odd Fellows lodge. The soda fountain is also unique to the building.



# Design Education Service

## NEBRASKA MAIN STREET NETWORK

### DISCLAIMER:

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# DESIGN ASSISTANCE REQUEST FORM

The Nebraska Main Street Network provides design assistance to official Main Street communities. Rooted in historic preservation, a range of services are offered to individual property / business owners and Main Street Managers within the designated Main Street District as part of a community's program.

## SERVICES AVAILABLE

### Preservation Consultation

Discuss project assessing historical character and current physical condition of the building prior to any design decisions.

### Building/Property Design Recommendations

Provide conceptual design recommendations, which may include sketches, renderings, material information, precedent projects, etc.

### Public Space Design Recommendations

Address accessibility and provide conceptual design recommendations for public space such as pocket parks, streetscapes, and parking areas.

### Programming + Design Planning

Assess interior and exterior spaces for best use and future potential including individual buildings and limited downtown areas.

### Signage

Provide recommendations on signage type, placement, and size in relationship to building façade utilizing business branding provided.

### Other

Describe the design problem in the scope of work section and Staff will determine how best to assist.

### Education Consultation

Design Staff can provide (virtual and in-person) education sessions for specific community needs

| Office Use Only  |       |
|------------------|-------|
| Date Received    | _____ |
| Date Approved    | _____ |
| Payment Received | _____ |
| Design Team      | _____ |
| _____            |       |

## NEBRASKA MAIN STREET SIGNATURES

Executive Director (Printed): \_\_\_\_\_

Executive Director (Signed): \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## APPLICANT INFORMATION

## DATE OF REQUEST

Applicant's Name: \_\_\_\_\_

Main Street City: \_\_\_\_\_

Main Street Manager: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## SCOPE OF WORK

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# MAIN STREET FOUR-POINT APPROACH

**DESIGN** | **ECONOMIC RESTRUCTURING** | **PROMOTION** | **ORGANIZATION**

## DESIGN

Enhancing the downtown's physical environment by capitalizing on its best assets including historic buildings, and creating an inviting atmosphere through attractive window displays, parking areas, building improvements, streetscapes and landscaping. The Main Street program also focuses on instilling good maintenance practices in the commercial district, enhancing the physical appearance of the district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems and integrating long-term planning.

## DESIGN IS...

### COMPREHENSIVE

For successful, sustainable, long-term revitalization, a comprehensive approach, including activity in each of Main Street's Four Points, is essential.

### INCREMENTAL

Incremental: Baby steps come before walking. Incremental change leads to much longer-lasting and dramatic positive change in the Main Street area.

### SELF-HELP

No one else will save your Main Street. Local leaders must have the will and desire to mobilize local resources and talent. Only local leadership can produce long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.

### CHANGE

Changes in attitude and practice are slow but definite — public support for change will build as the Main Street program grows and consistently meets its goals. Change also means engaging in better business practices, altering ways of thinking, and improving the physical appearance of the commercial district. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.

### ASSETS

Identifying and capitalizing on existing assets: Business districts must capitalize on the assets that make them unique.

### PARTNERSHIPS

Both the public and private sectors have a vital interest in the district and must work together to achieve common goals of Main Street's revitalization. Each sector has a role to play and each must understand the others strengths and limitations in order to forge an effective partnership.

### QUALITY

Emphasize quality in every aspect of the revitalization program. Concentrate on quality projects over quantity.

# NEBRASKA MAIN STREET DESIGN CASE STUDY PROGRAM

## WHAT WE DO

### THE PROGRAM

Design is an essential component of a successful Main Street revitalization program's activities. The physical appearance and condition of buildings and public spaces are vital to economic development efforts in today's competitive business climate. Historic preservation and adaptive reuse are key in ensuring important community assets are retained and continue to serve a useful purpose. The Nebraska Main Street program provides design assistance to designated local Main Street programs through the Nebraska Main Street District Design Case Study Program. All Nebraska Main Street Network member communities are eligible to request this program. For designated Main Street communities this service is cost-share contract. For all other members, the actual cost of the program will be paid for by the requesting community.

### DESIGN TEAM

1 Main Street design professional (consultant) & 1 Nebraska Main Street Network staff member.

### THE PROJECT

Building, façade or storefront rehab, sign design/graphics, paint, awnings or canopies, building maintenance issues, landscaping/streetscape & public spaces\*, interior store merchandising/window display\*.

### PROCESS

Pre-visit briefing and planning session, initial community presentation/training with Q&A, site visits, team work time & presentation prep, wrap up community presentation with Q&A, final project report.

### NEBRASKA MAIN STREET RESPONSIBILITIES

On and off site management of the program, select Main Street design professional (consultant), host pre-visit briefing and planning session, on-site materials, supplies and equipment, assemble, print and distribute final project report, assist community with implementation.

### COMMUNITY RESPONSIBILITIES

Selecting projects for the case studies, commitment of participation from building and business owners, meeting room for initial and wrap up presentations, workspace for design team w/internet access, completed forms and photos provided pre-visit, post-visit written evaluation, implementation of recommendations.

### DESIGN PROFESSIONAL RESPONSIBILITIES

Willingness to share time and expertise, laptop and other necessary on-site tools, provide content for final project report.

\*services not currently offered; to be added to design program at a later time

# NEBRASKA MAIN STREET DESIGN CASE STUDY PROGRAM

## WHAT WE DO CONTINUED

### **COSTS**

Designated Nebraska Main Street communities fee-for-service cost share contract & member communities fee-for-service contract for actual cost. Non-member community requests for these services will be taken on a case by case basis.

### **OUTCOME**

Final project report with illustrations and written recommendations (will not include cost estimates).



# DESIGN ASSISTANCE FORM

## SERVICES AND REQUIREMENTS

### SERVICES AVAILABLE

#### **PRESERVATION CONSULTANT**

Discuss project assessing historical character and current physical condition of the building prior to any design decisions.

#### **BUILDING/PROPERTY DESIGN RECOMMENDATIONS**

Provide conceptual design recommendations, which may include sketches, renderings, material information, precedent projects, etc.

#### **PUBLIC SPACE DESIGN RECOMMENDATIONS**

Address accessibility and provide conceptual design recommendations for public space such as pocket parks, streetscapes, and parking areas.

#### **PROGRAMMING + DESIGN PLANNING**

Assess interior and exterior spaces for best use and future potential including individual buildings and limited downtown areas.

#### **SIGNAGE**

Provide recommendations on signage type, placement, and size in relationship to building facade utilizing business branding provided.

#### **OTHER**

Describe the design problem in the scope of work section and Staff will determine how best to assist.

#### **EDUCATION CONSULTATION**

Design Staff can provide (virtual and in-person) education sessions for specific community needs.

### REQUIREMENTS

#### **INFORMATION**

You will need information on the property/building, budget, and schedule.

#### **PHOTOGRAPHS**

Make sure photos are well lit and show the building features clearly. The entire building should be shown in the photo. If the building is on the corner, make sure the front and side are visible. If the building is infill (in between buildings) make sure the whole front of the building is visible.

# CASE STUDY

## BUILDING CONDITION



### BUILDING CONDITION

**GOOD** FAIR POOR

### AESTHETIC CONDITION

**GOOD** FAIR POOR

### MAIN CONCERNS

Applied Ornamentation

Windows

Storefront

## CONDITION DEFINITION

### GOOD

It is intact, structurally sound, and performing its intended purpose. There are few or no cosmetic imperfections. It needs no repair and only minor or routine maintenance.

### FAIR

There are early signs of wear, failure, or deterioration, although the feature or element is generally structurally sound and performing its intended purpose. There is failure of a sub-component of the feature or element. Replacement of up to 25 percent of the feature or element is required.

Replacement of a defective sub-component of the feature or element is required.

### POOR

It is no longer performing its intended purpose. It is missing. It shows signs of imminent failure or breakdown. Deterioration or damage affects more than 25 percent of the feature or element and cannot be adjusted or repaired. It requires major repair or replacement.

# CASE STUDY

**BUILDING EVALUATION | ADDRESS | COMMUN**



## **BUILDING INFORMATION**

Evaluation Team: Aly Ramage (NMS Executive Director), Melissa Dirr-Gengler (HRG, Inc., Board Secretary)

Evaluation Date: June 26, 2025

Building Name: Historical Society

Building Address/ Location: 215 W Eldora

Building Use (current): Museum

Building Use (Historically): Commercial

Building Style/ Period: 1900s

Building Materials/ Elements: Masonry

# CASE STUDY

## **BUILDING EVALUATION | 215 W ELDORA | WEEPING WATER**

### **APPLIED ORNAMENTATION**

This Victorian style building has an elaborate cornice line that is likely pressed metal. It also has a beltcourse above the storefront. Storefront appears to have cast iron columns.

#### **RECOMMENDATIONS**

Applied ornamentation should be evaluated for any repairs and to ensure it remains appropriately attached to the building. Ornament retains finials and is painted contrasting colors that are sensitive to the building. The color palette or similar palette with contrasting colors should be retained to continue to express the applied details, popular in this style.

### **WINDOWS**

Three double hung one-over-one windows are at the second floor. The windows are tall with stone sills and segmental arched lintels applied detail is between the stone cap and the window.

#### **RECOMMENDATIONS**

The windows are significant to the building. The original/historic shape, configuration, and size should be retained. If needed interior storms could be added for energy efficiency and ambient comfort.

### **STOREFRONT**

The storefront is in excellent condition with paneled bulkheads display windows, paired wooden entry doors, transom areas, and a secondary person door, likely leading to second level stairs.

#### **RECOMMENDATIONS**

The storefront appears to be in good condition. Though the display windows themselves appear to be new they retain the configuration and transparency of the historic storefront. This configuration should be retained and maintained. The contrast paint color continues here and also enhances the façade. A scalloped beltcourse above the storefront should be retained. Cast iron columns should be retained.

SOURCE: Secretary of the Interior's Standards for the Treatment of Historic Properties.

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# CASE STUDY

BEFORE/AFTER | 215 W ELDORA | WEEPING WATER



## GENERAL STATEMENT

Overall, the storefront is in good condition and expresses the historic nature of the building. While there are minimal repairs necessary, there may be some preventative actions to ensure the safety of the historic conditions, as highlighted on the previous page. Additionally, if desired, the applied ornamentation may be painted in a similar palette that contrasts the brick.



# GLOSSARY OF TERMS

## 1. APPURTENANCE

An additional object added to a building; typical includes vents, exhaust hoods, air conditioning, etc.

## 2. AWNING

An architectural projection, which provides weather protection, identity or decoration, and is supported by the building in which it is attached. It is composed of a lightweight rigid retractable skeleton structure over which another cover is attached that may be a fabric or other materials. Awnings are typically sloped.

## 3. BUILDING PERMIT

A building permit is a document of authorization issued by the city when an individual or company wants to build a new structure or begin construction on an existing structure for expansion or repair. Applicant must have already completed the process to obtain a Certificate of Appropriateness (COA.)

## 4. CERTIFICATE OF APPROPRIATENESS

A document that grants approval for an exterior modification to a building. COA may be required before the city will issue any permits.

## 5. COLUMN

A slender upright structure, generally consisting of a cylindrical shaft. A base and a capital; pillar. It is usually a supporting or ornamental member in a building.

## 6. CONTRIBUTING BUILDING

A building, structure, object or site within the boundaries of the district that adds to the historic architectural qualities, or archaeological values for which the historic district is significant.

## 7. CORNICE

The continuous projection of at the top of a wall. The top course of molding of a wall when it serves as a crowning member.

## 8. DEMOLITION

The complete destruction of a building or structure; or removal of more than 30 percent of the perimeter walls; or removal of any portion of a street facing facade. Certificate of Appropriateness and city permits will be required.

## 9. DEMOLITION BY DECONSTRUCTION

The selective dismantlement of building components, specifically for re-use, recycling, and waste management.

## 10. DEMOLITION BY NEGLECT

Allowing a property to fall into a serious state of disrepair so as to result in deterioration, which would produce a detrimental effect upon the life and character of the property itself.

# GLOSSARY OF TERMS

## 11. DESIGN REVIEW COMMITTEE

A committee consisting of Main Street Advisory Board members that review applications for a Certificate of Appropriateness. After review, the DRC provides their recommendation for approval to the rest of the Main Street Advisory Board.

## 12. DETERIORATE

To diminish or impair in quality, character, function, or value, also to fall into decay or ruin.

## 13. ENTABLATURE

Refers to the superstructure of moldings and bands that lie horizontally above columns, resting on their capitals. It is the upper section of a classical building, resting on the columns and constituting the architrave, frieze, and cornice.

## 14. FACADE

Front or principal face of a building, any side of a building that faces a street or other open space.

## 15. FASCIA

A flat board with a vertical face that forms the trim along the edge of a flat roof, or along the horizontal, or "eaves," sides of a pitched roof. The rain gutter is often mounted on it. .

## 16. FENESTRATION

The arrangement of windows and other exterior openings on a building.

## 17. FRIEZE

A horizontal band that runs above doorways and windows or below the cornice. It may be decorated with designs or carvings. In classic architecture, architectural ornament consisting of a horizontal sculptured band between the architrave and the cornice.

## 18. GLAZING

Fitting/securing glass into windows and doors.

## 19. INCENTIVE GRANT/FACADE GRANT

A grant program developed by the Main Street Advisory Board that is designed to encourage building owners/tenants to restore/renovate their property

## 20. KICK PLATE

A protective plate at the bottom of a door to prevent scuffing/damage to the door.

# GLOSSARY OF TERMS

## 21. MAINTENANCE

The work of keeping something in proper condition, upkeep. Activities required or undertaken to conserve as nearly, and as long, as possible the original condition of an asset or resource while compensating for normal wear and tear. The needed replacement of materials is done in-kind.

## 22. MASONRY

Construction materials, typically bound together by mortar, such as stone, brick, concrete block, or tile.

## 23. MOLDING

A decorative band or strip of material with a constant profile or section designed to cast interesting shadows. It is generally used in cornices and as trim around window and door openings.

## 24. MUNTIN

A bar member supporting and separating panes of glass in a window or door.

## 25. NON-CONTRIBUTING BUILDINGS

A building, structure, object, or site within the boundaries of the district that does not add to the historic associations, historic architectural qualities, or archaeological values for which the historic district is significant.

## 26. ORDINARY MAINTENANCE AND REPAIR

Any work, the sole purpose of which is to prevent or correct deterioration, decay, or damage, including repair of damage caused by fire or other disaster and which does not result in a change in the existing appearance and materials of a property.

## 27. PARAPET

A low protective wall or railing or wall-like barrier along the edge of a raised structure such as a roof, bridge, terrace, or balcony. Where extending above a roof, it may simply be the portion of an exterior wall that continues above the line of the roof surface or may be a continuation of a vertical feature beneath the roof such as a fire wall or party wall.

## 28. PEDIMENT

A triangular section framed by a horizontal molding on its base and two sloping moldings on each of its sides. Usually used as a crowning member for doors, windows, and mantles.

# GLOSSARY OF TERMS

## 29. PRESERVATION

The act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic property. Work, including preliminary measures to protect and stabilize the property, generally focuses upon the ongoing maintenance and repair of historic materials, and features rather than extensive replacement and new construction. New exterior additions are not within the scope of this treatment; however, the limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code required work to make properties functional is appropriate within a preservation project.

## 30. PROPORTION

The relationship between actual dimensions of elements to each other and to the overall facade. Often proportions are expressed as mathematical ratios drawn from architectural theories of ancient Greece and Renaissance Italy. A design element such as a window may have the same shape as adjacent windows but may appear out of proportion.

## 31. REHABILITATION

The act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.

## 32. RESTORATION

The act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period. The limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code required work to make properties functional is appropriate within a restoration project.

## 33. SIGN

Any device that uses letters, numerals, emblems, pictures, outlines, characters, spectacle delineation, announcement, trademark, logo, illustrations, designs, figures, or symbols for advertising purposes. The term "sign" shall also include any use of color such as bands, stripes, patterns, outlines, or delineations displayed for the purpose of commercial identification (corporate colors) that comprises more than twenty percent (20%) of any facade or visible roof face. This term shall also include all flags other than Governmental Flags.

## 34. SIGN PERMIT

A city document that is needed to gain approval for a sign or other specific renovations. An approved Certificate of Appropriateness (COA) will be required before obtaining the permit.

## 35. TRANSOM WINDOW

A small window or series of panes above a door, or above a casement or double hung window.



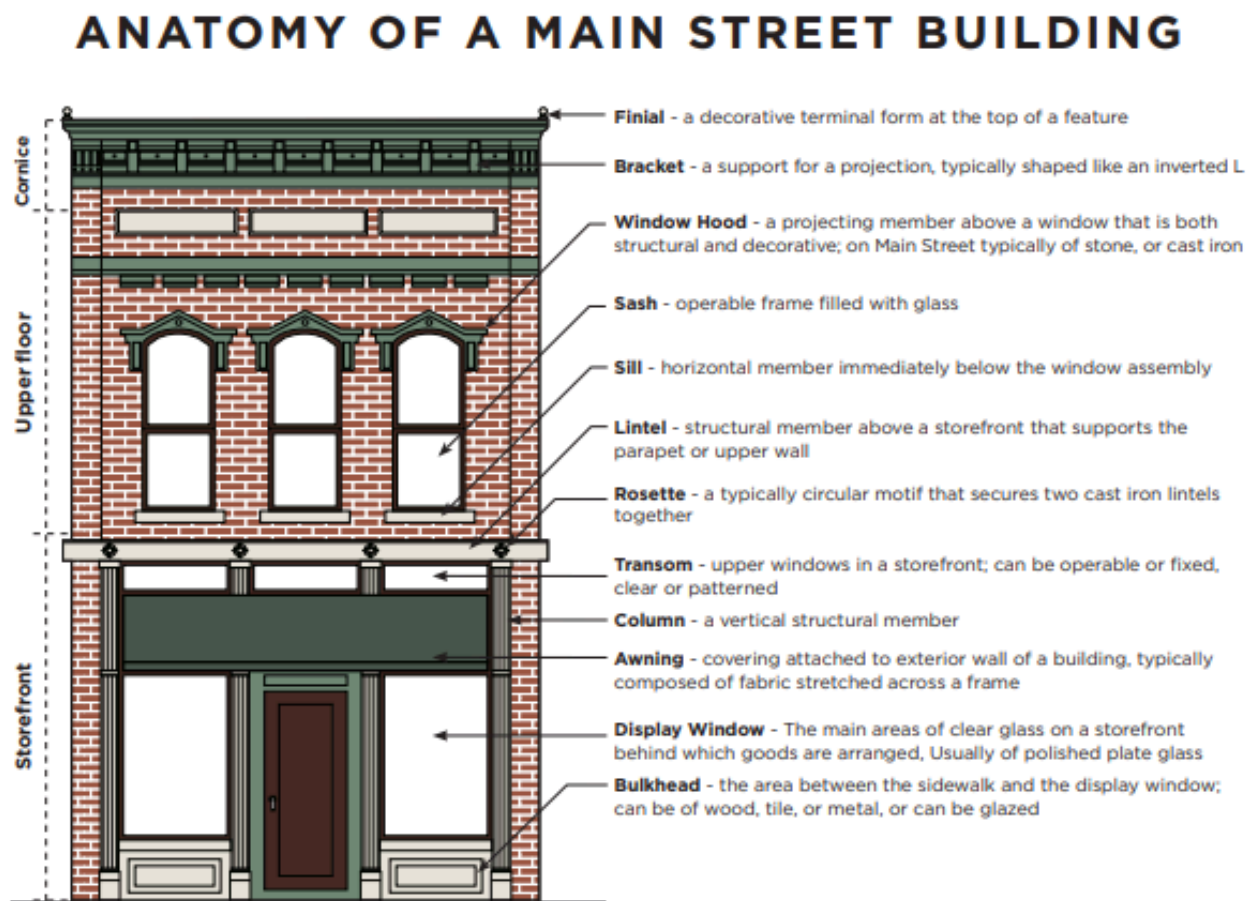
# GLOSSARY OF TERMS

## 36. TUCK-POINTING/REPOINTING

Tuck-pointing or repointing describes the restoration of historic brick buildings by removing mortar between masonry joints and replacing it with lime-based mortar. This term applies to restoration work on both building facades and chimneys. rior additions are not within the scope of this treatment; however, the limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code required work to make properties functional is appropriate within a preservation project.

## 37. WINDOW PARTS

The moving units of a window are known as sashes and move within the fixed frame. The sash may consist of one large pane of glass or may be subdivided into smaller panes by thin members called muntins or glazing bars. Sometimes in nineteenth-century houses windows are arranged side by side and divided by heavy vertical wood members called mullions.



# Census Data

Census Profile: [https://data.census.gov/profile/Weeping\\_Water\\_city,\\_Cass\\_County,\\_Nebraska?g=060XX00US3102593383](https://data.census.gov/profile/Weeping_Water_city,_Cass_County,_Nebraska?g=060XX00US3102593383)



Population

**1,029**



Median Age

**33.1**



Avg. Family Size

**3.31**



65+

**17.5%**



Median Income

**\$67,083**



Bachelor's Degree or  
Higher

**18.8%**



Employment Rate

**60.6%**



Households

**439**



Median Rent

**\$871**



Homeownership  
Rate

**72.7%**



Housing Units

**451**



Vacant Housing  
Units

**27**

# ESRI Data: 68463

*Tapestry Segmentation: See in Appendix*

79.48% Rustbelt Traditions

15.81% Prairie Living

4.71% Green Acres

## *Annual Spending Habits*



*Credit Debt*

**\$2,446**



*Medical Insurance*

**\$5,056**



*Apparel*

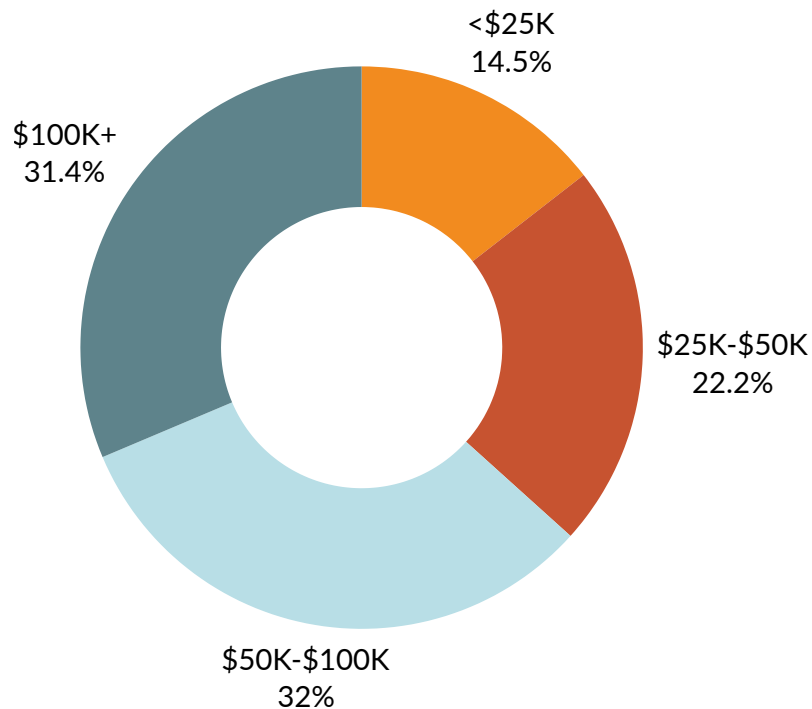
**\$1,864**



*Entertainment*

**\$3,797**

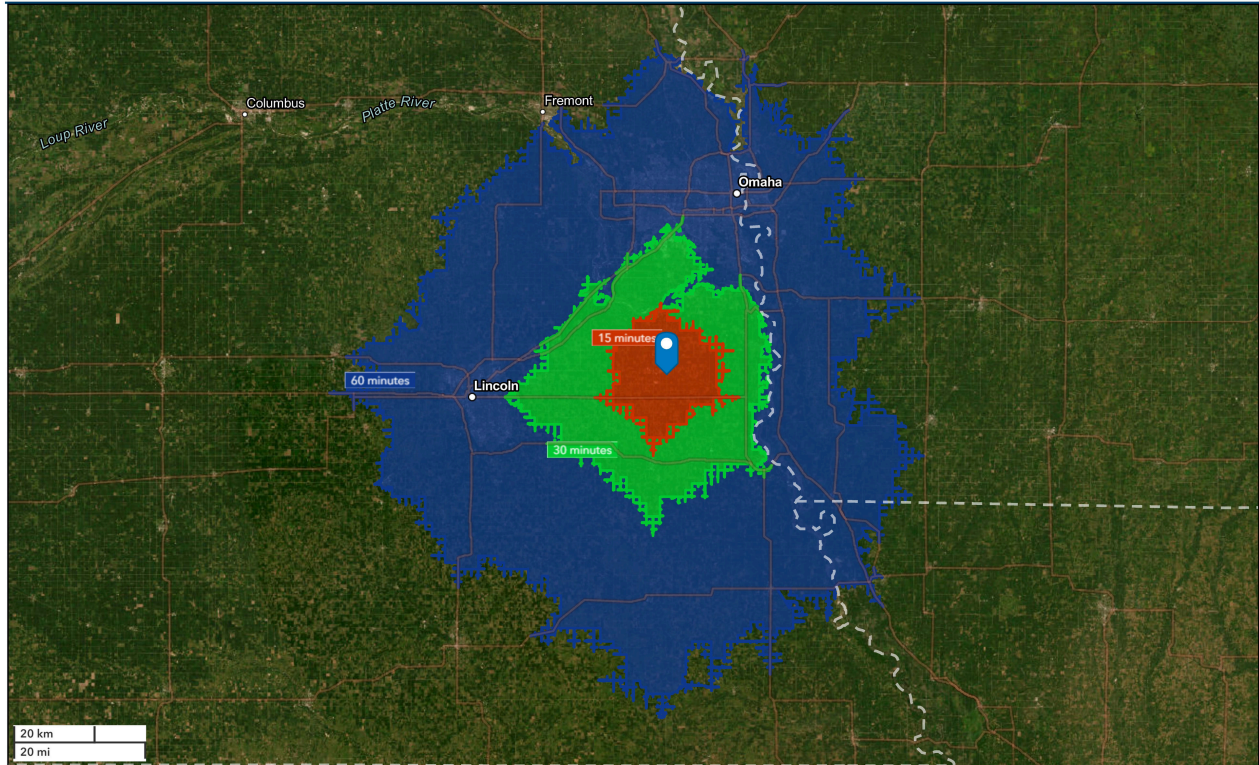
## *Disposable Income*



# ESRI Market Reports



## Weeping Water Trade Area



July 31, 2025

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Page 1 of 1

*Retail Trade Area (15,30,60 minutes)*

### ***Retail Demand Outlook***

The retail demand outlook report predicts the projected spending growth through 2030.

### ***Retail Demand by Industry***

This report further breaks down retail demand, providing a spending potential index (SPI). The SPI is household-based, and represents the amount spent for a product or service relative to a national average of 100.

### ***Retail Market Potential***

The retail market potential report calculates a Market Potential Index (MPI) that measures the likelihood of adults or households in the specific trade area to exhibit consumer patterns. An MPI of 100 represents the U.S. average.

# ESRI Market Reports

## *Market Report Highlights*

### *Highest MPI (0-15 min)*

**147**

Insurance- Has 3+ Vehicles  
Covered with Auto Insurance

### *Highest SPI (0-15 min)*

**168**

Other Motor Vehicle Dealers

### *2nd Highest MPI (0-15 min)*

**140**

Travel- Spent \$25-2999 on  
Domestic Travel

### *2nd Highest SPI (0-15 min)*

**118**

Florists

## ***Summary***

Based on the market reports, areas to focus on might include vehicular insurance and other motor vehicle sales. Domestic travel agents and recruiting florists might be a secondary consideration for growth.

With an average family size of 3.31 and an average age of 33.1, strategies might focus on businesses and activities for young adults and families.



# Summary/Action Steps

## *Summary*

The building that now houses Memory Lane Museum has great potential to be a space for the community to utilize. The ground floor has been beautifully renovated to encapsulate the history of Weeping Water. The storefront needs minimal design improvements beyond ensuring that ornamentation is in good shape.

The market study indicates that there is an increased spending opportunity in some entertainment categories, hobbies, and tactical businesses such as florists or building materials/services. The building is in excellent condition, preserved to highlight its historic character, and includes a large open space on the upper level that may support a community space that suits these needs. Additional options include a rentable event space for birthday parties, bridal showers, crafting retreats, or supporting the ground floor museum.

The building has great potential and needs minimal work (beyond fire safety and access) to become a useable space.

## *Action Steps*

1. Confirm market opportunities by validating community demand for entertainment, hobby-related, and service-oriented businesses.
2. Engage an architect to design a flexible plan for the upper-level space, incorporating options such as community use, event rentals, or museum support.
3. Develop a project budget outlining renovation costs, safety upgrades, and design improvements.
4. Secure funding sources through grants, loans, tax incentives, or local partnerships to support renovation and operational needs.
5. Address compliance requirements by implementing necessary fire safety and accessibility upgrades.
6. Launch and promote the space as a versatile community and event venue, highlighting its historic character and economic potential.



# **Resources- Organizations**

## ***Certified Local Governments (CLG)***

<https://history.nebraska.gov/historic-preservation/certified-local-governments-clg/>

Program partnership between local governments, NSHS, and NPS to help tell your community's story.

## ***Creative Districts (CD)***

<https://www.artscouncil.nebraska.gov/explore/creative-districts/>

The Nebraska Creative District Program utilizes the arts as an economic driver to support communities in Nebraska by telling their stories and elevating the value of the arts.

## ***Main Street America (MSA)***

<https://mainstreet.org/>

Main Street America leads an inclusive, impact-driven movement dedicated to reenergizing and strengthening older and historic downtowns and neighborhood commercial districts nationwide

## ***National Register of Historic Places***

<https://history.nebraska.gov/historic-preservation/national-register-historic-places/>

The National Register of Historic Places is a list of historic places that tell the stories of the people and events that form America's collective identity.

## ***Nebraska State Historical Society (NSHS)***

<https://history.nebraska.gov/historic-preservation/>

We provide a variety of programs for all people who are interested in preserving the places that help tell the many stories of Nebraska's history.

## ***Technical Preservation Services (TPS)***

<https://www.nps.gov/orgs/1739/index.htm>

Technical Preservation Services develops historic preservation standards and guidance on preserving and rehabilitating historic buildings, administers the Federal Historic Preservation Tax Incentives program for rehabilitating historic buildings, and sets the Secretary of the Interior's Standards for the Treatment of Historic Properties.



# Resources- Design

## ***Design Education Service***

<https://nebraskamainstreet.org/news-events/resources/design-project-archive.html>

The design education service provides case studies as an educational tool for partner communities. Illustrations are conceptual in nature only and take no specific consideration of local codes, standards, permit process, or design review.

## ***Directory of Craftspeople***

[https://history.nebraska.gov/digital-resources/historic-preservation-digital-resources/Search "Directory of Craftspeople"](https://history.nebraska.gov/digital-resources/historic-preservation-digital-resources/Search%20Directory%20of%20Craftspeople)

The Directory of Craftspeople lists individuals or businesses that have experience in historic restoration work. It is recommended that you do your own research on the company or individual prior to hiring.

## ***Energy Efficiency & Historic Preservation***

[https://nebraskamainstreet.org/news-events/resources/ "Energy Efficiency & Historic Preservation"](https://nebraskamainstreet.org/news-events/resources/Energy%20Efficiency%20&%20Historic%20Preservation)

This guide by Rebuild Nebraska gives a broad view of the steps one must take when implementing energy efficiency projects in historic buildings. Not only does it break down the steps in detail, but serves as an organizing tool to renovating historic buildings.

## ***National Register Listing Misconceptions***

<https://www.youtube.com/watch?v=-XQqsdJ1Tes>

In this video, representatives from Heritage Ohio break down each of the Standards in a more digestible format evidence from real projects.

# Resources- Design

## *Secretary of Interior's Standards*

<https://www.nps.gov/subjects/taxincentives/secretarys-standards-rehabilitation.htm>

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.



# Resources- Design

## ***Secretary of Interior's Standards- A Breakdown***

<https://www.youtube.com/watch?v=-XQqsdJ1Tes>

In this video, representatives from Heritage Ohio break down each of the Standards in a more digestible format evidence from real projects.

## ***Secretary of Interior's Standards- Definitions***

<https://www.nps.gov/orgs/1739/secretary-standards-treatment-historic-properties.htm>

### Preservation

Sustaining the existing form, integrity, and materials of a historic property.

### Rehabilitation

Making possible a compatible use for the property through repair, alterations, and additions while preserving features that convey the historic, cultural, and architectural values.

### Restoration

Accurately depicting the form, features, and character of a property as it appeared at a particular period of time.

### Reconstruction

New construction depicting the form, features, and detailing of a former structure to replicate its appearance at a specific period of time.

## ***Training on Historic Preservation Application***

<https://www.nps.gov/orgs/1739/training-hpca.htm>

Advanced training on historic preservation certification applications

# Resources- Economic Vitality

## ***Economic Value of Historic Buildings***

<https://nebraskamainstreet.org/news-events/resources/>

"Value of a Building to a Main Street District"

### **Vacant Lot**

A vacant lot in a downtown generates next to zero revenue to the public or private sectors and often costs the taxpayer to pay for maintenance and care. Empty lots are an ongoing expense liability to a community and to a downtown. Even parking lots are not a wise investment, especially in small rural communities because the cost to build and maintain those parking lots outweighs the financial return. "Free parking" is a myth.

### **Vacant or Underutilized Building**

A vacant or underutilized building in a downtown generates little to no revenue to the public or private sectors and owners write them off as losses on their taxes. The burden of taxation is then placed on those who take care of their properties and utilize them to full capacity. Safety is also a major issue.

Cost of a Main Street Building Vacancy (from Place Economics Washington, DC)

- Loss of rent (commercial & residential)
- Loss of property value
- Loss of property and sales taxes
- Loss of utility, telephone, & internet revenue
- Loss of loan demand, bank fees, deposits & interest
- Loss of revenue from maintenance and repairs
- Loss of revenue from printing, copying & supplies
- Loss of insurance premiums
- Loss of legal and accounting fees
- Loss of property management fees
- Loss of advertising, marketing and PR expenditures
- Loss of payroll and payroll taxes
- Loss of profit & compensation to the business owner
- Loss of potential income for workers elsewhere in the community.

### **Fully Utilized Building**

A fully utilized building in a downtown generates income, tax revenue, housing opportunities, jobs and businesses as well as spin-off businesses and activities that create vitality in the district. Not only does a rehabilitated building generate revenue but it helps give individual identity and a special character to the community increasing a sense of pride among residents. It's also a strong selling point for potential businesses and employees to locate or remain in the community.

# Resources- Economic Vitality

## ***Census Bureau***

<https://data.census.gov/>

Get census data about your community.

## ***Economic Impact of Historic Preservation***

<https://www.placeeconomics.com/resources/the-cumulative-impact-of-the-historic-preservation-fund/>

This publication by Place Economics demonstrates the economic impact of the historic preservation fund.

## ***ESRI***

<https://www.esri.com/en-us/home>

ESRI provides tools to further understand your community, including personalities, markets, and spending potentials of residents. Free features include the tapestry segmentation tool, while others include costs.

## ***Misconceptions About Adaptive Reuse***

<https://rdgusa.com/news/common-myths-about-historic-preservation-and-adaptive-reuse>

Demo or Reno? RDG's publication highlights the common misconceptions about adaptive reuse of historic properties. The cost of demolition and new construction is almost always more expensive than renovating.

# Resources- Promo. & Org.

## ***Using Storytelling to Grow Engagement***

<https://mainstreet.org/the-latest/news/using-storytelling-to-grow-engagement-and-reinforce-the-value-of-your-main-street-program>

Examples of how to effectively communicate your efforts.

## ***Marketing Your Space***

<https://rpa.org/work/reports/vacant-storefront-toolkit>

This vacant storefront toolkit talks about how to activate, market, and create a business plan.

## ***Community Partnership***

<https://mainstreet.org/resources/knowledge-hub/publication/community-building-and-partnerships>

This toolkit helps to promote community engagement through partnerships. Must be an MSA member to access.

## ***Community Engagement***

<https://mainstreet.org/resources/knowledge-hub/publication/inclusive-community-engagement-workbook>

This toolkit helps to include community individuals, promoting volunteerism. Must be an MSA member to access.

# **Funding- Orgs. & Businesses**

## **Allo**

<https://www.allocommunications.com/community-connect/>

Allo provides their Community Connect service, providing affordable internet to residents and non-profits.

## **Community Development Block Grants (CDBG)**

<https://opportunity.nebraska.gov/programs/community/cdbg/>

The federal Community Development Block Grant (CDBG) program provides funding for community and economic development projects in order to encourage additional federal, state and private resource investment.

## **Community Development Resources (CDR)**

<https://cdr-nebraska.org/>

CDR works to provide capital, technical assistance, and training opportunities for small businesses in the state of Nebraska.

## **Department of Economic Development (DED)**

<https://opportunity.nebraska.gov/programs/>

Community, business, economic recovery, housing, incentives, talent, and resource grants.

## **SBA- Small Business Development Centers**

<https://www.sba.gov/funding-programs/grantsx>

Manufacturing, Research and Development, Grants for community organization

## **USDA**

<https://www.usda.gov/farming-and-ranching/financial-resources-farmers-and-ranchers/grants-and-loans>

Housing assistance, Rural Development Loan & Grant Assistance



# **Funding- Grants & Programs**

## ***AMEX Backing Small Business Grants***

<https://mainstreet.org/about/partner-collaborations/backing-small-businesses>

AMEX Backing Small Business Grants support small businesses up to \$10,000.

## ***Bricks & Mortar***

<https://history.nebraska.gov/historic-preservation/bricks-and-mortar-roof-grant/>

The program funds tuck-pointing and roof related preservation projects.

## ***Brownfields***

<https://www.epa.gov/brownfields>

The program provides grants and technical assistance to assess and safely clean up and sustainable reuse contaminated properties.

## ***Community Heart and Soul Grants***

<https://www.communityheartandsoul.org/seed-grants/>

\$10,000 seed grant for resident-driven groups in small communities.

## ***MicroTIF***

<https://opportunity.nebraska.gov/micro-tif/>

Refer to your local government for more information

## ***National Parks Service Tax Incentives for Preserving Historic Properties***

<https://www.nps.gov/subjects/taxincentives/index.htm>

“The Federal Historic Preservation Tax Incentives program encourages private sector investment in the rehabilitation and re-use of historic buildings.”

# Funding- Grants & Programs

## **Nebraska Historic Tax Incentive Programs**

<https://history.nebraska.gov/historic-preservation/historic-tax-incentive-programs/>

There are three tax incentive programs :

1. Nebraska Historic Tax Credit
  - a. <https://history.nebraska.gov/historic-preservation/nebraska-historic-tax-credit-nhtc/>
2. Federal Historic Tax Credit
  - a. <https://history.nebraska.gov/historic-preservation/federal-historic-tax-credit/>
3. Valuation Incentive Program
  - a. <https://history.nebraska.gov/historic-preservation/valuation-incentive-program/>

## **RCDI**

<https://www.rd.usda.gov/programs-services/community-facilities/rural-community-development-initiative-grants>

“RCDI grants are awarded to help non-profit housing and community development organizations, low-income rural communities and federally recognized tribes support housing, community facilities and community and economic development projects in rural areas”

## **Rural Business Development Grants (RDBG)**

<https://www.rd.usda.gov/programs-services/business-programs/rural-business-development-grants/ne>

“The purpose of the program is to promote economic development and job creation projects through the awarding of grant funds to eligible entities.”

## **Rural Workforce Housing Fund (RWHF)**

<https://nebraskamainstreet.org/news-events/resources/design-project-archive.html>

Funds are invested in eligible projects to increase the supply and reduce costs of workforce housing.

## **T-Mobile Hometown Grants**

<https://mainstreet.org/the-latest/events/apply-now-t-mobile-hometown-grants>

Towns with a population of 50,000 or less will receive project funds of up to \$50,000.

# Appendix

- A. Building Images
- B. County Assessor Report
- C. ESRI Reports

## **A. Building Images**





# Appendix

## *A. Building Images*



## *A. Building Images*





# Appendix

## *A. Building Images*



## *A. Building Images*





# Appendix

## *A. Building Images*



## *A. Building Images*



# Appendix

B. County Assessor Data

C. ESRI Reports

1. Tapestry Segmentation
2. Trade Area
3. Retail Demand Outlook
4. Retail Demand by Industry
5. Retail Market Potential

CASS COUNTY  
Real Estate Breakdown Report

|                                                                                                |           |                    |                                                 |                          |           |                                                                                    |          |           |           |             |
|------------------------------------------------------------------------------------------------|-----------|--------------------|-------------------------------------------------|--------------------------|-----------|------------------------------------------------------------------------------------|----------|-----------|-----------|-------------|
| Parcel ID 130062294<br>Owner<br>CITY OF WEEPING WATER<br>PO BOX 329<br>WEEPING WATER, NE 68463 |           |                    | Legal<br>WEeping WATER - OT W22.5' LOT 3 BLK 70 |                          |           | Card File / Perm 130062294<br>Situs<br>215 W ELDORA AVE<br>WEEPING WATER, NE 68463 |          |           |           |             |
|                                                                                                |           |                    |                                                 |                          |           |                                                                                    |          |           |           |             |
| County Area                                                                                    | 0         | N/A                | Class Code                                      | 01-11-03-01-06-01 Exempt |           | Value                                                                              | Previous | Current   |           |             |
| Neighborhood                                                                                   | 158       | WEEPING WATER COMM | State GEO                                       | 3477-00-0-25005-070-0012 |           | Buildings                                                                          | 47,075   | 47,070    |           |             |
| Location / Group                                                                               | 1         | EXEMPT             | Cadastral                                       | --                       |           | Improvement                                                                        | 0        | 0         |           |             |
| Valuation / Group                                                                              | 3         | VG 3               | Book / Page                                     | /                        |           | Land / Lots                                                                        | 4,455    | 5,140     |           |             |
| District                                                                                       | 20        | WEEPING WATER CITY | Sale Date                                       |                          |           | Total                                                                              | 51,530   | 52,210    |           |             |
| School                                                                                         | 13-0022   |                    | Sale Amount                                     | 0                        |           | EXEMPT                                                                             |          |           |           |             |
| Model                                                                                          | Method    | Description        | Lot Size                                        | Frontage                 | Spot Code | Cutoff                                                                             | Value    | Add (+/-) | Lot Value | Appr ID     |
| 121 WEEPING WATER COMM                                                                         | 02 SqFoot |                    | 2,970.000                                       | 22.500                   | N         | 5,808                                                                              | 1.730    | 0         | 5,140     | 19681       |
|                                                                                                |           |                    |                                                 |                          |           | 999,998                                                                            | 0.860    |           |           |             |
| Year                                                                                           | Statement | District           | Building                                        | Other                    | Land      | Total                                                                              | Exempt   | Taxable   | Total Tax | Penalty Tax |
| 2024                                                                                           | 3585      | 20                 | 47,075                                          | 0                        | 4,455     | 51,530                                                                             | 0        | 51,530    | 0.00      | 0           |
| 2023                                                                                           | 3549      | 20                 | 0                                               | 0                        | 0         | 0                                                                                  | 0        | 0         | 0.00      | 0           |
| 2022                                                                                           | 3540      | 20                 | 0                                               | 0                        | 0         | 0                                                                                  | 0        | 0         | 0.00      | 0           |
| 2020                                                                                           | 23669     | 20                 | 0                                               | 0                        | 0         | 0                                                                                  | 0        | 0         | 0.00      | 0           |
| 2019                                                                                           | 21370     | 20                 | 0                                               | 0                        | 0         | 0                                                                                  | 0        | 0         | 0.00      | 0           |

Parcel ID

130062294

(19681)

Card File

130062294

PAD Class Code

01-11-03-01-06-01 Exempt

State GEO

3477-00-0-25005-070-0012

Owner

CITY OF WEEPING WATER  
PO BOX 329  
WEEPING WATER, NE 68463

Situs

215 W ELDORA AVE WEEPING WATER NE 68463

Neighborhood

158 - WEEPING WATER COMM

District

20 - WEEPING WATER CITY

Legal

WEEPING WATER - OT W22.5' LOT 3 BLK 70



Primary Image Information

Image ID

2

Image Date

02/23/2021

File Name

ConvertedPic.jpg

Description

Converted Image

Marshall & Swift Cost Approach

(07/2022)

Property Valuation

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Income Approach

Lot Information

Lot Size

Valuation Model

WEEPING WATER COMM

Valuation Method

02 Square Ft

Lot Value

5,140

Review Information

09/14/2020

Entered

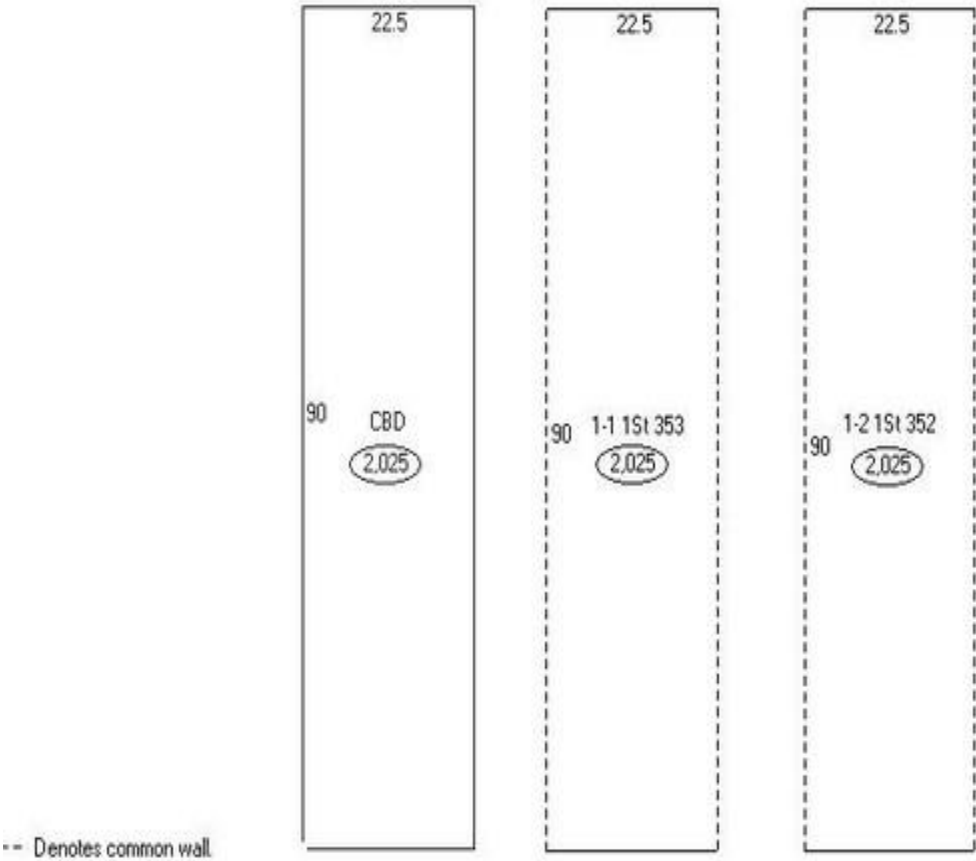
DML

09/04/2020

Inspect

DML

|              |                                         |         |       |                                        |                |                          |
|--------------|-----------------------------------------|---------|-------|----------------------------------------|----------------|--------------------------|
| Parcel ID    | 130062294                               | (19681) | Legal | WEeping WATER - OT W22.5' LOT 3 BLK 70 | Card File      | 130062294                |
| Owner        | CITY OF WEEPING WATER                   |         |       |                                        | PAD Class Code | 01-11-03-01-06-01 Exempt |
| Situs        | 215 W ELDORA AVE WEEPING WATER NE 68463 |         |       |                                        | State GEO      | 3477-00-0-25005-070-0012 |
| Neighborhood | 158 - WEEPING WATER COMM                |         |       |                                        |                |                          |



| Sequence            | Code | Description | Base Area | Multiplier | Total Area |
|---------------------|------|-------------|-----------|------------|------------|
| 1                   | COMM | 1-1 1St 353 | 2,025     | 1.00       | 2,025      |
| 2                   | COMM | 1-2 1St 352 | 2,025     | 1.00       | 2,025      |
| 3                   | COMM | CBD         | 0         | 1.00       | 0          |
| Total Building Area |      |             | 4,050     |            | 4,050      |



|                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>Parcel ID130062294(19681)<br/>Card File130062294<br/>PAD Class Code01-11-03-01-06-01 Exempt<br/>State GEO3477-00-0-25005-070-0012<br/>Owner<br/>CITY OF WEEPING WATER<br/>PO BOX 329<br/>WEEPING WATER, NE 68463<br/>Situs<br/>215 W ELDORA AVE WEEPING WATER NE 68463<br/>Neighborhood158 - WEEPING WATER COMM<br/>District20 - WEEPING WATER CITY<br/>Legal<br/>WEEPING WATER - OT W22.5' LOT 3 BLK 70</div> | <div>Marshall &amp; Swift Cost Approach<br/>Appraisal Zone315<br/>Zone Description2,3 SM TWNS COMM<br/>Manual Date(07/2022)</div>                                                                                                                                                                                                                                                  |
|                                                                                                                                                                                                                                                                                                                                                                                                                     | <div>Building Image Information<br/>Image ID0<br/>Image Date<br/>File Name<br/>Description</div>                                                                                                                                                                                                                                                                                   |
| <div>Building Data<br/>Building ID1<br/>Sequence1<br/>Occupancy 1352 - Multiple Res (Low Rise) 100 %<br/>Occupancy 2<br/>Occupancy 3<br/>Total Floor Area2,025<br/>Average Perimeter135<br/>Number of Stories1<br/>Average Wall Height10.00<br/>Year Built1900<br/>Effective Age50</div>                                                                                                                            | <div><div>Construction ClassC - Masonry bearing walls<br/>Rank1.00 - Low<br/>Condition3.00 - Average<br/>Exterior Wall100 % - Brick, Solid<br/>Heating/Cooling100 % - Forced Air Unit<br/>Roof Type<br/>Roof Cover</div><div>Basement Area0<br/>Basement Levels0<br/>Basement Finish<br/>Finish Code - 1<br/>Finish Area - 10<br/>Finish Code - 2<br/>Finish Area - 20</div></div> |
| <div>CodeDescriptionYear InSizeUnitsDepreciation<br/>CBD COM BSMT D UNF 13-30190020252,0250.000%<br/>BOSI Outside Entrance Below Grade1900110.000%</div>                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                    |

|                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                                                                                                                                                                                                                           |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <div>Parcel ID130062294(19681)<br/>Card File130062294<br/>PAD Class Code01-11-03-01-06-01 Exempt<br/>State GEO3477-00-0-25005-070-0012<br/>Owner<br/>CITY OF WEEPING WATER<br/>PO BOX 329<br/>WEEPING WATER, NE 68463<br/>Situs<br/>215 W ELDORA AVE WEEPING WATER NE 68463<br/>Neighborhood158 - WEEPING WATER COMM<br/>District20 - WEEPING WATER CITY<br/>Legal<br/>WEEPING WATER - OT W22.5' LOT 3 BLK 70</div> |  | <div>Marshall &amp; Swift Cost Approach<br/>Appraisal Zone315<br/>Zone Description2,3 SM TWNS COMM<br/>Manual Date(07/2022)</div>                                                                                         |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                     |  | <div>Building Image Information<br/>Image ID0<br/>Image Date<br/>File Name<br/>Description</div>                                                                                                                          |  |
| <div>Building Data</div>                                                                                                                                                                                                                                                                                                                                                                                            |  |                                                                                                                                                                                                                           |  |
| <div>Building ID2<br/>Sequence2<br/>Occupancy 1353 - Retail Store 100 %<br/>Occupancy 2<br/>Occupancy 3<br/>Total Floor Area2,025<br/>Average Perimeter135<br/>Number of Stories1<br/>Average Wall Height10.00<br/>Year Built1900<br/>Effective Age42</div>                                                                                                                                                         |  | <div>Construction ClassC - Masonry bearing walls<br/>Rank1.00 - Low<br/>Condition3.00 - Average<br/>Exterior Wall100 % - Brick, Solid<br/>Heating/Cooling100 % - Warmed and Cooled Air<br/>Roof Type<br/>Roof Cover</div> |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                     |  | <div>Basement Area0<br/>Basement Levels0<br/>Basement Finish<br/>Finish Code - 1<br/>Finish Area - 10<br/>Finish Code - 2<br/>Finish Area - 20</div>                                                                      |  |



LifeMode Group: GenXurban

# Rustbelt Traditions

5D

**Households:** 2,716,800

**Average Household Size:** 2.47

**Median Age:** 39.0

**Median Household Income:** \$51,800

## WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

## OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70% of householders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have one to two vehicles available.

## SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget-aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.



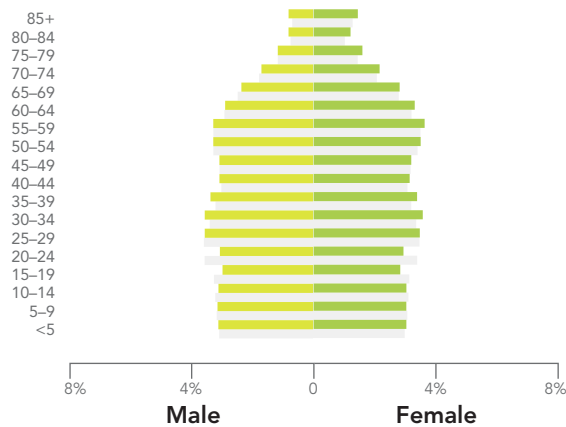
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **39.0** US: 38.2

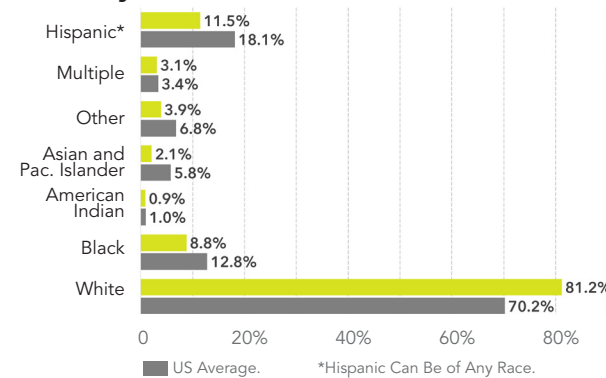
■ Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **46.8** US: 64.0



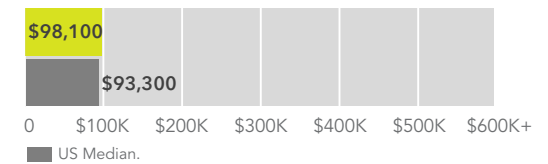
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

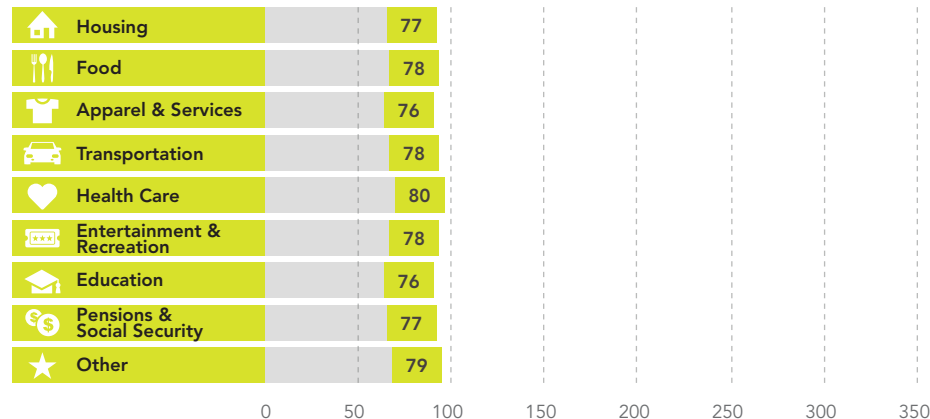


### Median Net Worth



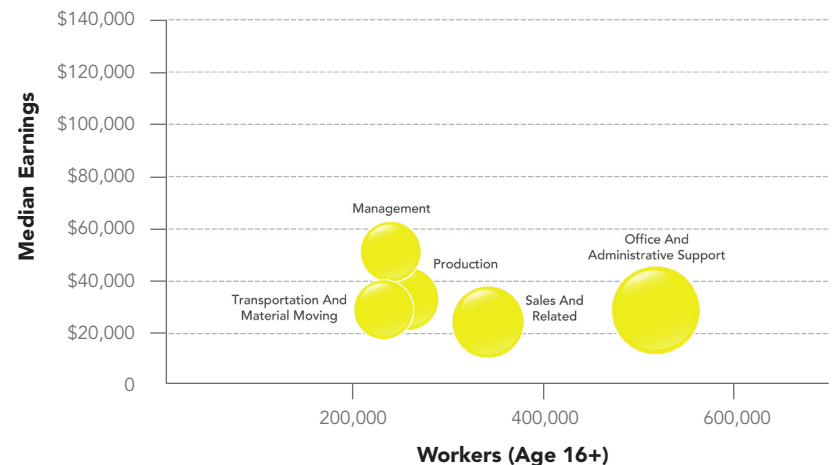
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: GenXurban

# Rustbelt Traditions



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

## HOUSING

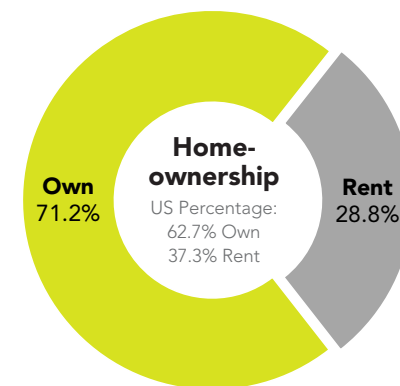
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

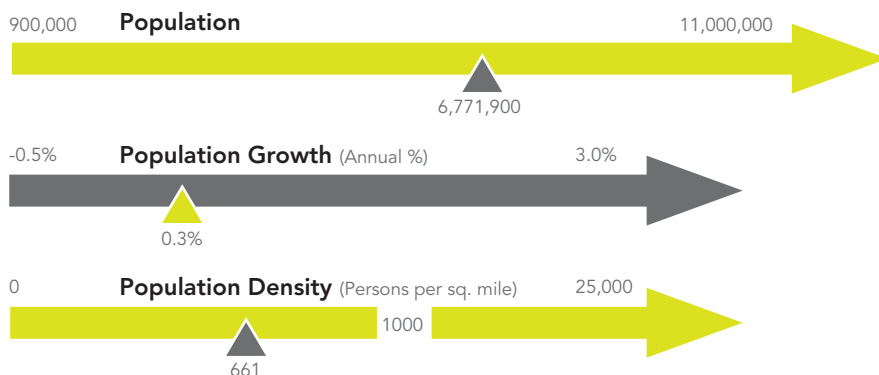
**Median Value:**  
\$123,400

US Median: \$207,300



## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.







LifeMode Group: GenXurban

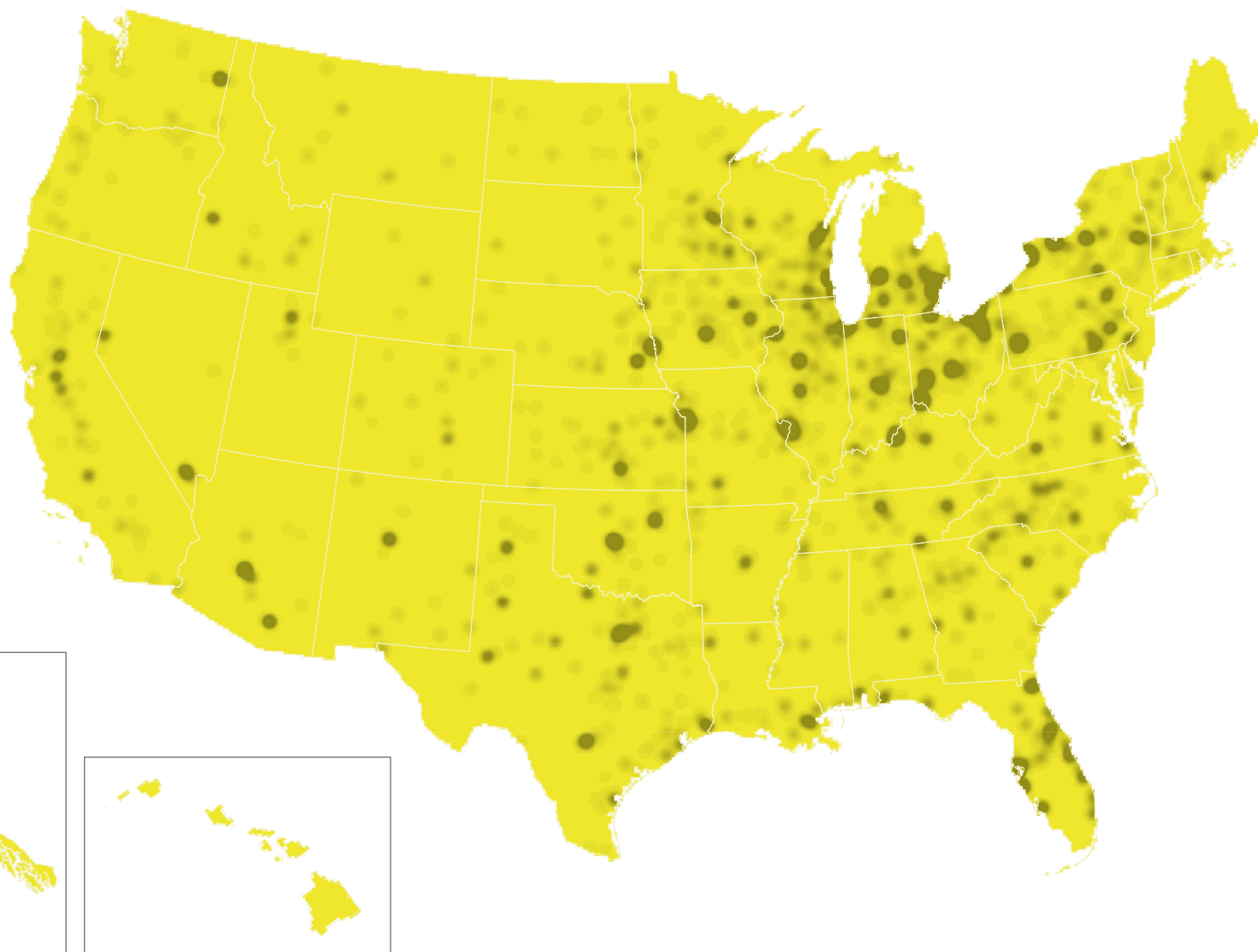
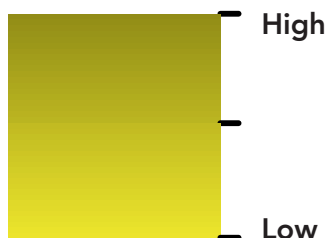
# Rustbelt Traditions



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](https://esri.com/tapestry)

## SEGMENT DENSITY

This map illustrates the density and distribution of the *Rustbelt Traditions* Tapestry Segment by households.



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## LifeMode Group: Cozy Country Living

# Prairie Living



**Households:** 1,323,200

**Average Household Size:** 2.51

**Median Age:** 44.4

**Median Household Income:** \$54,300

### WHO ARE WE?

*Prairie Living* is Tapestry Segmentation's most rural market, comprising about 1.2% of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are dominated by married-couple families that own single family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this market. When they find time to relax, they favor outdoor activities.

### OUR NEIGHBORHOOD

- About four-fifths of households are owner occupied.
- Dominant household type is married couples with no children.
- Most are single-family homes (87%) built before 1980; a higher proportion were built before 1940 (Index 218).
- Higher percentage of vacant housing units is at 16.5% (Index 146).
- Most households own two or three vehicles; this is the highest ranked market for owning four or more vehicles.

### SOCIOECONOMIC TRAITS

- More than half have completed some college education or hold a degree.
- Labor force participation rate slightly higher at 65%.
- Wage and salary income for 72% of households plus self-employment income for 23% (Index 217).
- Faith and religion are important to these residents.
- Tend to buy things when they need them rather than when they want them or to be trendy.
- Somewhat resistant to new technology.
- Creatures of habit when purchasing food items.



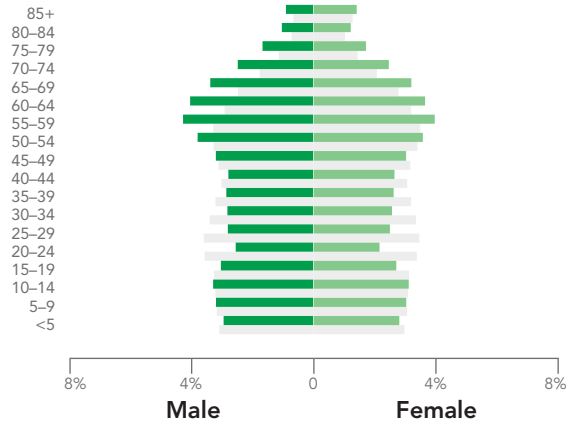
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **44.4** US: 38.2

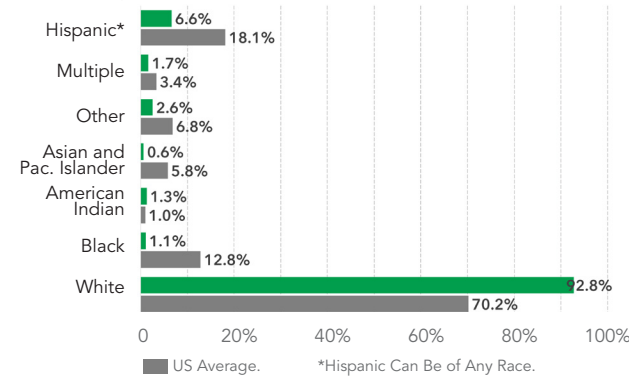
■ Indicates US



## RACE AND ETHNICITY (Esri data)

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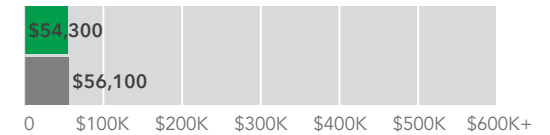
Diversity Index: **24.6** US: 64.0



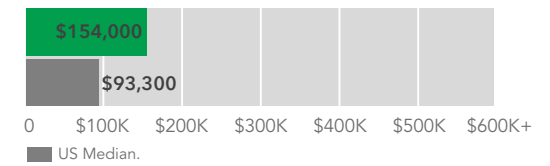
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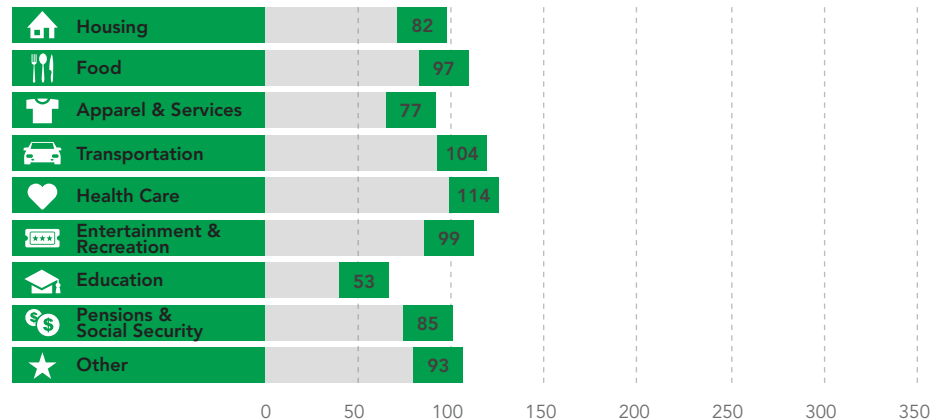


### Median Net Worth



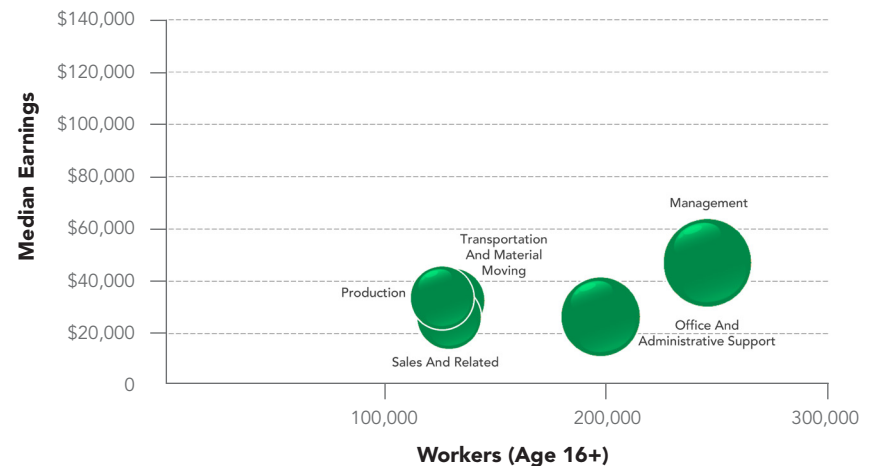
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LifeMode Group: Cozy Country Living

# Prairie Living



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## MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Many own a truck, riding lawn mower, and ATV/UTV and have a satellite dish.
- They purchased plants and seeds in the past year for their vegetable garden, where their tiller comes in handy.
- They favor banking in person, have noninterest checking accounts, invest in CDs (more than 6 months), and have term/whole life insurance.
- They are pet owners.
- Leisure activities include fishing, hunting, boating, camping, and attending country music concerts.
- Residents prefer to listen to faith and inspirational, as well as country music on the radio.
- They read the local newspaper as well as home service and fishing/hunting magazines.
- They contribute to religious organizations and belong to religious clubs.
- Walmart is a favorite shopping stop; Subway is a favorite eating spot.

## HOUSING

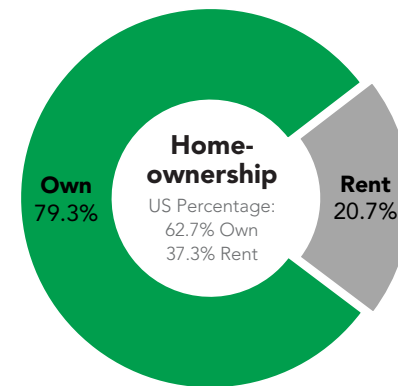
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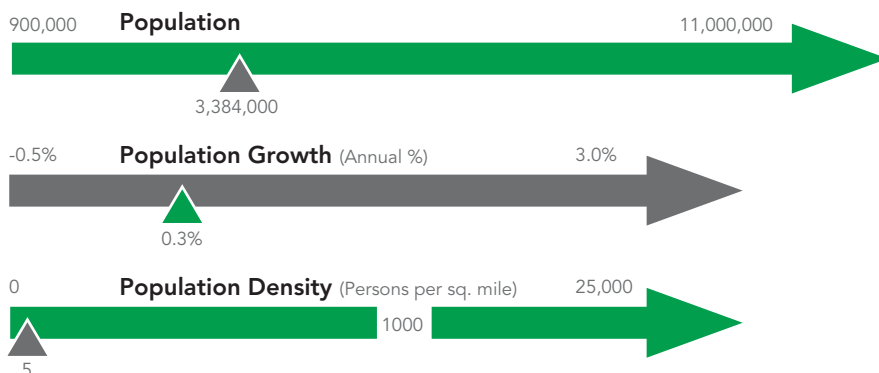
**Median Value:**  
\$139,800

US Median: \$207,300



## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

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LifeMode Group: Cozy Country Living

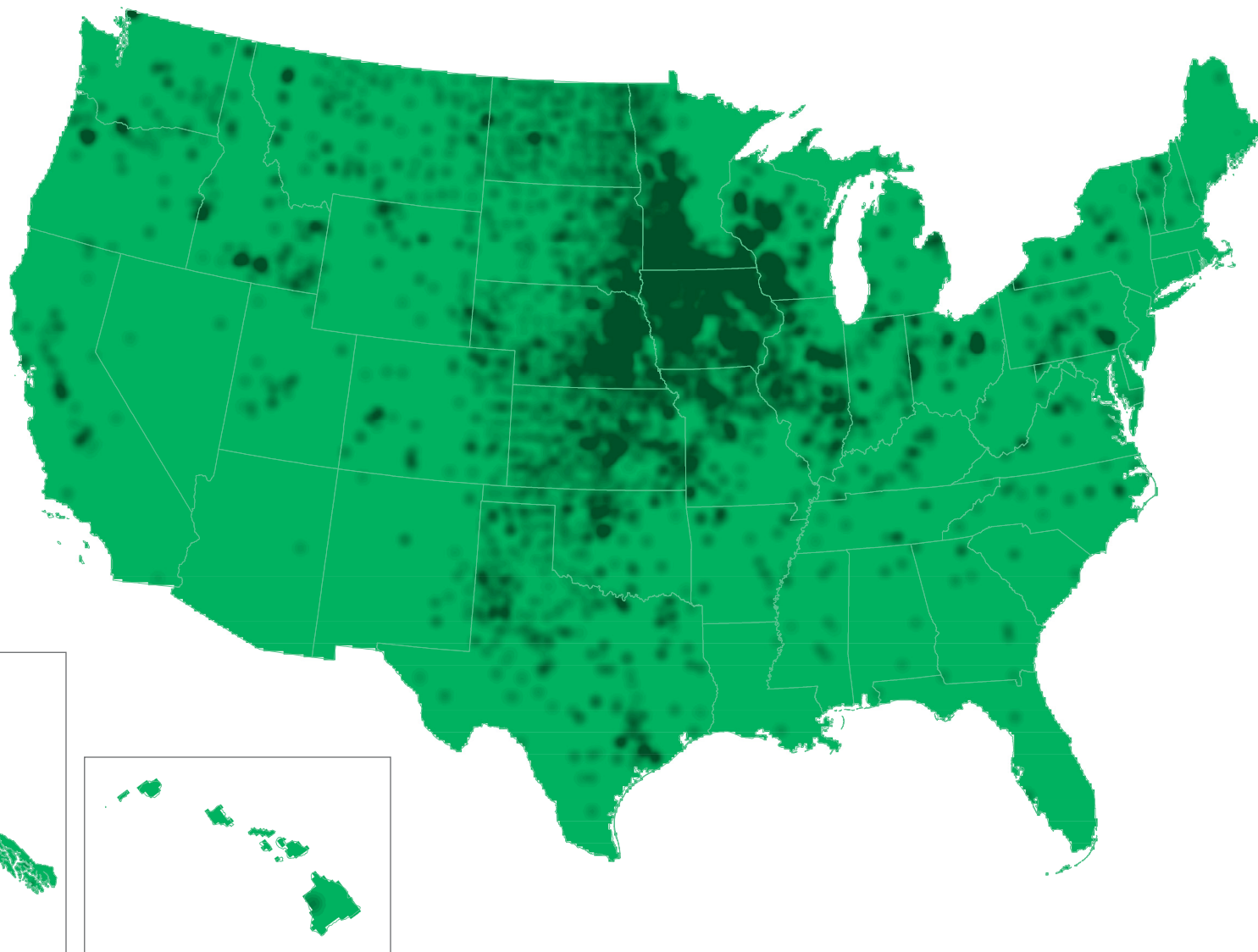
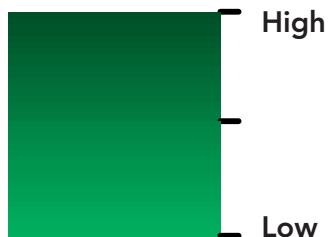
# Prairie Living



**TAPESTRY**  
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## SEGMENT DENSITY

This map illustrates the density and distribution of the *Prairie Living* Tapestry Segment by households.



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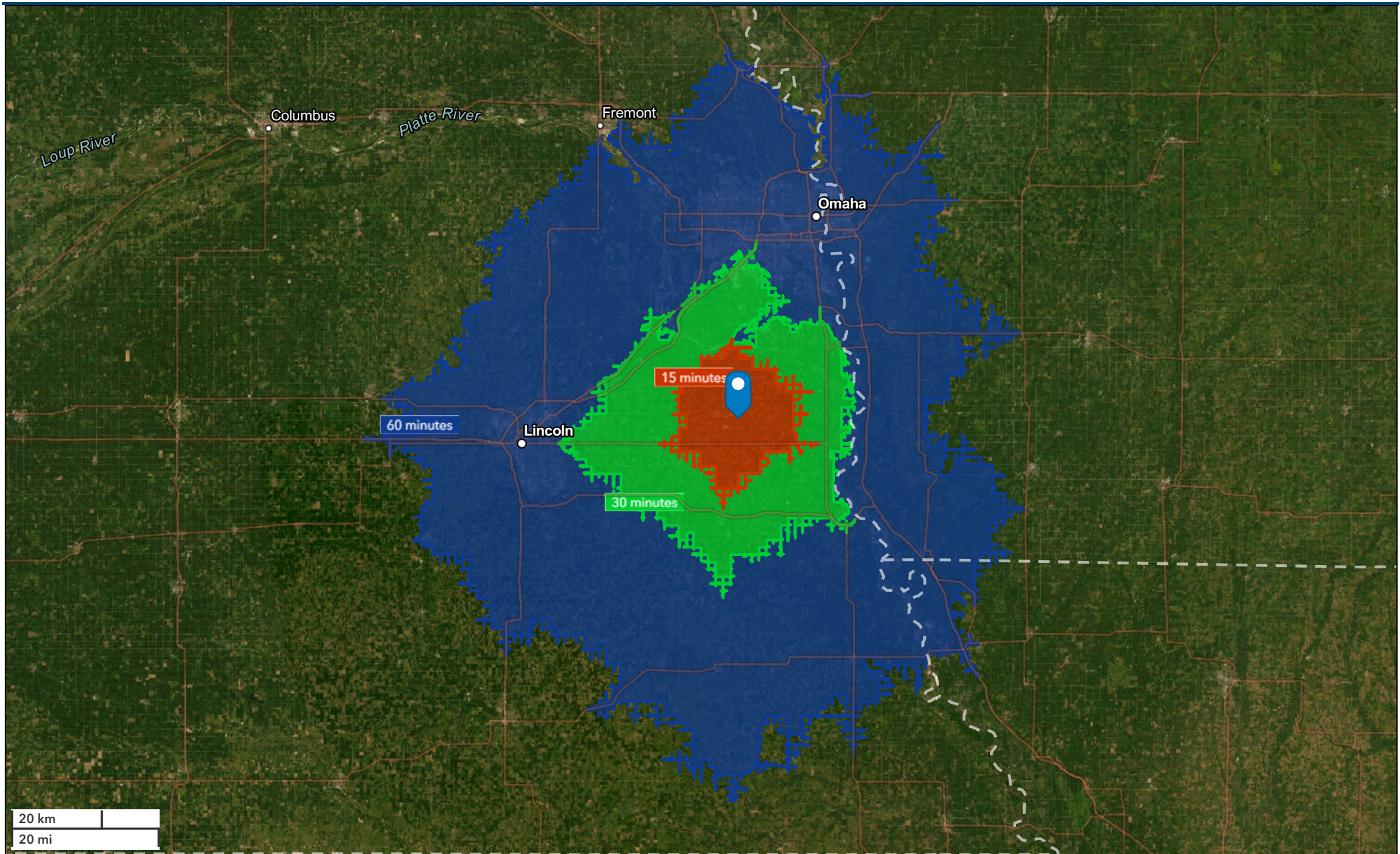


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## Weeping Water Trade Area



# Retail Demand Outlook

Weeping Water, Nebraska



Drive time band: 0 - 15 minute radius

| Top Tapestry Segments     | Percent | Demographic Summary     | 2025     | 2030      |
|---------------------------|---------|-------------------------|----------|-----------|
| Country Charm (I7)        | 38.4%   | Population              | 5,613    | 5,794     |
| Room to Roam (K7)         | 31.7%   | Households              | 2,199    | 2,278     |
| Flourishing Families (H1) | 28.9%   | Families                | 1,538    | 1,584     |
| Savvy Suburbanites (L1)   | 1.0%    | Median Age              | 43.5     | 44.6      |
| Small Town Sincerity (I1) | 0.0%    | Median Household Income | \$87,729 | \$100,592 |

|                                               | 2025 Consumer Spending | 2030 Forecasted Demand | Projected Spending Growth |
|-----------------------------------------------|------------------------|------------------------|---------------------------|
| <b>Apparel and Services</b>                   | \$4,779,283            | \$5,481,657            | \$702,374                 |
| Men's                                         | \$952,834              | \$1,092,794            | \$139,960                 |
| Women's                                       | \$1,603,005            | \$1,838,201            | \$235,196                 |
| Children's                                    | \$660,541              | \$757,776              | \$97,235                  |
| Footwear                                      | \$1,100,756            | \$1,263,089            | \$162,333                 |
| Watches & Jewelry                             | \$371,416              | \$425,746              | \$54,330                  |
| Apparel Products and Services (1)             | \$90,731               | \$104,051              | \$13,320                  |
| <b>Computer</b>                               |                        |                        |                           |
| Computers and Hardware for Home Use           | \$424,976              | \$487,309              | \$62,333                  |
| Portable Memory                               | \$8,039                | \$9,228                | \$1,189                   |
| Computer Software                             | \$35,343               | \$40,574               | \$5,231                   |
| Computer Accessories                          | \$40,774               | \$46,791               | \$6,017                   |
| <b>Education</b>                              |                        |                        |                           |
| Educational Books/Supplies/Other Expenditures | \$184,565              | \$211,698              | \$27,133                  |
| Other School Supplies                         | \$187,891              | \$215,535              | \$27,644                  |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



|                                              | 2025 Consumer Spending | 2030 Forecasted Demand | Projected Spending Growth |
|----------------------------------------------|------------------------|------------------------|---------------------------|
| Entertainment & Recreation                   | \$9,081,022            | \$10,420,316           | \$1,339,294               |
| Fees and Admissions                          | \$1,873,682            | \$2,148,380            | \$274,698                 |
| Membership Fees for Clubs (2)                | \$629,060              | \$721,229              | \$92,169                  |
| Fees for Participant Sports, excl. Trips     | \$348,536              | \$399,588              | \$51,052                  |
| Tickets to Theatre/Operas/Concerts           | \$219,657              | \$251,890              | \$32,233                  |
| Tickets to Movies                            | \$67,133               | \$76,981               | \$9,848                   |
| Tickets to Parks or Museums                  | \$89,201               | \$102,389              | \$13,188                  |
| Admission to Sporting Events, excl. Trips    | \$221,360              | \$253,904              | \$32,544                  |
| Fees for Recreational Lessons                | \$297,019              | \$340,432              | \$43,413                  |
| Dating Services                              | \$1,717                | \$1,968                | \$251                     |
| TV/Video/Audio                               | \$2,631,678            | \$3,019,476            | \$387,798                 |
| Cable and Satellite Television Services      | \$1,491,018            | \$1,711,042            | \$220,024                 |
| Televisions                                  | \$230,935              | \$264,825              | \$33,890                  |
| Satellite Dishes                             | \$2,310                | \$2,652                | \$342                     |
| VCRs, Video Cameras, and DVD Players         | \$8,682                | \$9,963                | \$1,281                   |
| Miscellaneous Video Equipment                | \$54,241               | \$62,143               | \$7,902                   |
| Video Cassettes and DVDs                     | \$9,360                | \$10,745               | \$1,385                   |
| Video Game Hardware/Accessories              | \$96,678               | \$110,953              | \$14,275                  |
| Video Game Software                          | \$41,977               | \$48,164               | \$6,187                   |
| Rental/Streaming/Downloaded Video            | \$406,530              | \$466,402              | \$59,872                  |
| Installation of Televisions                  | \$2,455                | \$2,811                | \$356                     |
| Audio (3)                                    | \$283,265              | \$324,927              | \$41,662                  |
| Rental of TV/VCR/Radio/Sound Equipment       | \$711                  | \$815                  | \$104                     |
| Repair of TV/Radio/Sound Equipment           | \$3,515                | \$4,031                | \$516                     |
| Pets                                         | \$2,540,652            | \$2,916,637            | \$375,985                 |
| Toys/Games/Crafts/Hobbies (4)                | \$401,508              | \$460,778              | \$59,270                  |
| Recreational Vehicles and Fees (5)           | \$482,216              | \$553,457              | \$71,241                  |
| Sports/Recreation/Exercise Equipment (6)     | \$628,830              | \$722,028              | \$93,198                  |
| Photo Equipment and Supplies (7)             | \$142,238              | \$163,150              | \$20,912                  |
| Reading (8)                                  | \$270,087              | \$309,963              | \$39,876                  |
| Live Entertainment-for Catered Affairs       | \$54,890               | \$63,053               | \$8,163                   |
| Rental of Party Supplies for Catered Affairs | \$55,241               | \$63,395               | \$8,154                   |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

|                                           | 2025 Consumer Spending | 2030 Forecasted Demand | Projected Spending Growth |
|-------------------------------------------|------------------------|------------------------|---------------------------|
| Food                                      | \$23,452,364           | \$26,905,308           | \$3,452,944               |
| Food at Home                              | \$15,546,099           | \$17,837,633           | \$2,291,534               |
| Bakery and Cereal Products                | \$2,082,928            | \$2,389,833            | \$306,905                 |
| Meats, Poultry, Fish, and Eggs            | \$3,134,649            | \$3,596,595            | \$461,946                 |
| Dairy Products                            | \$1,626,628            | \$1,866,680            | \$240,052                 |
| Fruits and Vegetables                     | \$2,589,885            | \$2,971,413            | \$381,528                 |
| Snacks and Other Food at Home (9)         | \$6,112,009            | \$7,013,113            | \$901,104                 |
| Food Away from Home                       | \$7,906,264            | \$9,067,674            | \$1,161,410               |
| Alcoholic Beverages                       | \$1,311,149            | \$1,503,362            | \$192,213                 |
| Financial                                 |                        |                        |                           |
| Value of Stocks/Bonds/Mutual Funds        | \$100,875,050          | \$115,663,949          | \$14,788,899              |
| Value of Retirement Plans                 | \$365,167,300          | \$418,826,146          | \$53,658,846              |
| Value of Other Financial Assets           | \$29,031,691           | \$33,286,648           | \$4,254,957               |
| Vehicle Loan Amount excluding Interest    | \$7,631,396            | \$8,756,176            | \$1,124,780               |
| Value of Credit Card Debt                 | \$6,113,005            | \$7,010,684            | \$897,679                 |
| Health                                    |                        |                        |                           |
| Nonprescription Drugs                     | \$438,002              | \$502,527              | \$64,525                  |
| Prescription Drugs                        | \$1,121,983            | \$1,287,600            | \$165,617                 |
| Eyeglasses and Contact Lenses             | \$324,050              | \$371,969              | \$47,919                  |
| Personal Care Products (10)               | \$1,147,794            | \$1,316,390            | \$168,596                 |
| Smoking Products                          | \$1,040,996            | \$1,195,051            | \$154,055                 |
| Home                                      |                        |                        |                           |
| Mortgage Payment and Basics (11)          | \$29,020,003           | \$33,280,250           | \$4,260,247               |
| Maintenance and Remodeling Services       | \$11,183,231           | \$12,832,221           | \$1,648,990               |
| Maintenance and Remodeling Materials (12) | \$2,267,730            | \$2,603,811            | \$336,081                 |
| Utilities, Fuel, and Public Services      | \$12,830,677           | \$14,723,033           | \$1,892,356               |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

|                                                    | 2025 Consumer Spending | 2030 Forecasted Demand | Projected Spending Growth |
|----------------------------------------------------|------------------------|------------------------|---------------------------|
| Household Furnishings and Equipment                |                        |                        |                           |
| Household Textiles (13)                            | \$235,371              | \$270,004              | \$34,633                  |
| Furniture                                          | \$1,825,517            | \$2,093,670            | \$268,153                 |
| Rugs                                               | \$78,986               | \$90,571               | \$11,585                  |
| Major Appliances (14)                              | \$1,088,409            | \$1,248,549            | \$160,140                 |
| Housewares (15)                                    | \$195,362              | \$224,118              | \$28,756                  |
| Small Appliances                                   | \$2,871,314            | \$3,293,665            | \$22,025                  |
| Luggage                                            | \$45,558               | \$52,225               | \$6,667                   |
| Telephones and Accessories                         | \$194,321              | \$222,848              | \$28,527                  |
| Household Operations                               |                        |                        |                           |
| Child Care                                         | \$1,141,502            | \$1,308,774            | \$167,272                 |
| Lawn/Garden (16)                                   | \$1,684,674            | \$1,933,413            | \$248,739                 |
| Moving/Storage/Freight Express                     | \$207,585              | \$238,076              | \$30,491                  |
| Housekeeping Supplies (17)                         | \$1,807,474            | \$2,073,657            | \$266,183                 |
| Insurance                                          |                        |                        |                           |
| Owners and Renters Insurance                       | \$2,055,650            | \$2,358,644            | \$302,994                 |
| Vehicle Insurance                                  | \$4,421,752            | \$5,072,888            | \$651,136                 |
| Life/Other Insurance                               | \$1,515,381            | \$1,738,183            | \$222,802                 |
| Health Insurance                                   | \$11,232,686           | \$12,888,895           | \$1,656,209               |
| Transportation                                     |                        |                        |                           |
| Payments on Vehicles excluding Leases              | \$6,646,160            | \$7,625,955            | \$979,795                 |
| Gasoline, Diesel Fuel, & Electric Vehicle Charging | \$7,414,836            | \$8,508,868            | \$1,094,032               |
| Vehicle Maintenance and Repairs                    | \$2,910,691            | \$3,339,972            | \$429,281                 |
| Travel                                             |                        |                        |                           |
| Airline Fares                                      | \$1,550,257            | \$1,777,351            | \$227,094                 |
| Lodging on Trips                                   | \$2,367,426            | \$2,715,462            | \$348,036                 |
| Auto/Truck Rental on Trips                         | \$243,925              | \$279,749              | \$35,824                  |
| Food and Drink on Trips                            | \$1,776,477            | \$2,037,771            | \$261,294                 |

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- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.



**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Demand Outlook

Weeping Water, Nebraska



Drive time band: 15 - 30 minute radius

| Top Tapestry Segments     | Percent | Demographic Summary     | 2025     | 2030      |
|---------------------------|---------|-------------------------|----------|-----------|
| Room to Roam (K7)         | 17.6%   | Population              | 55,835   | 58,674    |
| Flourishing Families (H1) | 14.0%   | Households              | 21,268   | 22,402    |
| Country Charm (I7)        | 11.8%   | Families                | 14,861   | 15,570    |
| Middle Ground (K2)        | 10.2%   | Median Age              | 40.7     | 41.3      |
| Loyal Locals (K3)         | 9.7%    | Median Household Income | \$96,242 | \$107,274 |

|                                               | 2025 Consumer Spending | 2030 Forecasted Demand | Projected Spending Growth |
|-----------------------------------------------|------------------------|------------------------|---------------------------|
| <b>Apparel and Services</b>                   | \$54,049,309           | \$62,869,356           | \$8,820,047               |
| Men's                                         | \$10,794,514           | \$12,543,642           | \$1,749,128               |
| Women's                                       | \$18,300,863           | \$21,281,252           | \$2,980,389               |
| Children's                                    | \$7,515,254            | \$8,764,235            | \$1,248,981               |
| Footwear                                      | \$12,027,799           | \$13,990,947           | \$1,963,148               |
| Watches & Jewelry                             | \$4,373,858            | \$5,085,777            | \$711,919                 |
| Apparel Products and Services (1)             | \$1,037,021            | \$1,203,502            | \$166,481                 |
| <b>Computer</b>                               |                        |                        |                           |
| Computers and Hardware for Home Use           | \$4,930,356            | \$5,738,573            | \$808,217                 |
| Portable Memory                               | \$84,134               | \$97,748               | \$13,614                  |
| Computer Software                             | \$374,862              | \$435,577              | \$60,715                  |
| Computer Accessories                          | \$438,445              | \$508,942              | \$70,497                  |
| <b>Education</b>                              |                        |                        |                           |
| Educational Books/Supplies/Other Expenditures | \$2,099,309            | \$2,442,688            | \$343,379                 |
| Other School Supplies                         | \$2,074,173            | \$2,409,894            | \$335,721                 |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

|                                              | 2025 Consumer Spending | 2030 Forecasted Demand | Projected Spending Growth |
|----------------------------------------------|------------------------|------------------------|---------------------------|
| Entertainment & Recreation                   | \$96,601,943           | \$112,070,212          | \$15,468,269              |
| Fees and Admissions                          | \$21,254,637           | \$24,729,256           | \$3,474,619               |
| Membership Fees for Clubs (2)                | \$7,153,585            | \$8,310,532            | \$1,156,947               |
| Fees for Participant Sports, excl. Trips     | \$3,940,437            | \$4,589,551            | \$649,114                 |
| Tickets to Theatre/Operas/Concerts           | \$2,482,786            | \$2,884,513            | \$401,727                 |
| Tickets to Movies                            | \$792,362              | \$923,903              | \$131,541                 |
| Tickets to Parks or Museums                  | \$934,084              | \$1,087,537            | \$153,453                 |
| Admission to Sporting Events, excl. Trips    | \$2,384,172            | \$2,769,823            | \$385,651                 |
| Fees for Recreational Lessons                | \$3,546,092            | \$4,138,833            | \$592,741                 |
| Dating Services                              | \$21,120               | \$24,564               | \$3,444                   |
| TV/Video/Audio                               | \$28,564,628           | \$33,132,820           | \$4,568,192               |
| Cable and Satellite Television Services      | \$15,652,610           | \$18,105,686           | \$2,453,076               |
| Televisions                                  | \$2,657,738            | \$3,094,323            | \$436,585                 |
| Satellite Dishes                             | \$26,643               | \$31,003               | \$4,360                   |
| VCRs, Video Cameras, and DVD Players         | \$94,928               | \$110,353              | \$15,425                  |
| Miscellaneous Video Equipment                | \$724,066              | \$853,439              | \$129,373                 |
| Video Cassettes and DVDs                     | \$98,894               | \$114,526              | \$15,632                  |
| Video Game Hardware/Accessories              | \$1,072,696            | \$1,247,466            | \$174,770                 |
| Video Game Software                          | \$487,995              | \$567,464              | \$79,469                  |
| Rental/Streaming/Downloaded Video            | \$4,503,761            | \$5,239,143            | \$735,382                 |
| Installation of Televisions                  | \$29,977               | \$34,910               | \$4,933                   |
| Audio (3)                                    | \$3,166,206            | \$3,677,359            | \$511,153                 |
| Rental of TV/VCR/Radio/Sound Equipment       | \$7,243                | \$8,372                | \$1,129                   |
| Repair of TV/Radio/Sound Equipment           | \$41,869               | \$48,776               | \$6,907                   |
| Pets                                         | \$25,765,695           | \$29,828,984           | \$4,063,289               |
| Toys/Games/Crafts/Hobbies (4)                | \$4,269,974            | \$4,953,591            | \$683,617                 |
| Recreational Vehicles and Fees (5)           | \$4,883,301            | \$5,668,948            | \$785,647                 |
| Sports/Recreation/Exercise Equipment (6)     | \$6,344,382            | \$7,360,569            | \$1,016,187               |
| Photo Equipment and Supplies (7)             | \$1,582,877            | \$1,836,163            | \$253,286                 |
| Reading (8)                                  | \$2,839,675            | \$3,288,866            | \$449,191                 |
| Live Entertainment-for Catered Affairs       | \$508,449              | \$586,962              | \$78,513                  |
| Rental of Party Supplies for Catered Affairs | \$588,324              | \$684,052              | \$95,728                  |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

|                                           | 2025 Consumer Spending | 2030 Forecasted Demand | Projected Spending Growth |
|-------------------------------------------|------------------------|------------------------|---------------------------|
| Food                                      | \$258,384,695          | \$300,087,978          | \$41,703,283              |
| Food at Home                              | \$168,631,469          | \$195,676,845          | \$27,045,376              |
| Bakery and Cereal Products                | \$22,612,972           | \$26,232,574           | \$3,619,602               |
| Meats, Poultry, Fish, and Eggs            | \$34,262,915           | \$39,767,263           | \$5,504,348               |
| Dairy Products                            | \$17,348,492           | \$20,121,038           | \$2,772,546               |
| Fruits and Vegetables                     | \$28,266,105           | \$32,809,371           | \$4,543,266               |
| Snacks and Other Food at Home (9)         | \$66,140,986           | \$76,746,598           | \$10,605,612              |
| Food Away from Home                       | \$89,753,226           | \$104,411,133          | \$14,657,907              |
| Alcoholic Beverages                       | \$14,897,546           | \$17,312,721           | \$2,415,175               |
| Financial                                 |                        |                        |                           |
| Value of Stocks/Bonds/Mutual Funds        | \$1,091,980,487        | \$1,264,207,167        | \$172,226,680             |
| Value of Retirement Plans                 | \$3,849,367,776        | \$4,454,567,598        | \$605,199,822             |
| Value of Other Financial Assets           | \$322,757,922          | \$374,539,471          | \$51,781,549              |
| Vehicle Loan Amount excluding Interest    | \$83,392,385           | \$97,014,828           | \$13,622,443              |
| Value of Credit Card Debt                 | \$68,818,581           | \$79,972,936           | \$11,154,355              |
| Health                                    |                        |                        |                           |
| Nonprescription Drugs                     | \$4,714,302            | \$5,469,193            | \$754,891                 |
| Prescription Drugs                        | \$11,602,893           | \$13,382,153           | \$1,779,260               |
| Eyeglasses and Contact Lenses             | \$3,279,219            | \$3,794,383            | \$515,164                 |
| Personal Care Products (10)               | \$13,117,592           | \$15,257,373           | \$2,139,781               |
| Smoking Products                          | \$11,039,862           | \$12,770,115           | \$1,730,253               |
| Home                                      |                        |                        |                           |
| Mortgage Payment and Basics (11)          | \$317,683,359          | \$368,968,297          | \$51,284,938              |
| Maintenance and Remodeling Services       | \$114,587,381          | \$132,787,550          | \$18,200,169              |
| Maintenance and Remodeling Materials (12) | \$21,909,829           | \$25,359,131           | \$3,449,302               |
| Utilities, Fuel, and Public Services      | \$138,158,001          | \$160,230,040          | \$22,072,039              |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

|                                                    | 2025 Consumer Spending | 2030 Forecasted Demand | Projected Spending Growth |
|----------------------------------------------------|------------------------|------------------------|---------------------------|
| Household Furnishings and Equipment                |                        |                        |                           |
| Household Textiles (13)                            | \$2,622,024            | \$3,046,308            | \$424,284                 |
| Furniture                                          | \$20,373,044           | \$23,686,801           | \$3,313,757               |
| Rugs                                               | \$890,504              | \$1,034,277            | \$143,773                 |
| Major Appliances (14)                              | \$11,868,011           | \$13,780,189           | \$1,912,178               |
| Housewares (15)                                    | \$2,151,154            | \$2,497,223            | \$346,069                 |
| Small Appliances                                   | \$31,277,158           | \$36,312,222           | \$267,800                 |
| Luggage                                            | \$533,203              | \$620,475              | \$87,272                  |
| Telephones and Accessories                         | \$2,103,732            | \$2,431,700            | \$327,968                 |
| Household Operations                               |                        |                        |                           |
| Child Care                                         | \$13,260,475           | \$15,457,024           | \$2,196,549               |
| Lawn/Garden (16)                                   | \$17,064,947           | \$19,744,428           | \$2,679,481               |
| Moving/Storage/Freight Express                     | \$2,445,930            | \$2,847,863            | \$401,933                 |
| Housekeeping Supplies (17)                         | \$19,820,792           | \$22,995,459           | \$3,174,667               |
| Insurance                                          |                        |                        |                           |
| Owners and Renters Insurance                       | \$21,532,191           | \$24,961,502           | \$3,429,311               |
| Vehicle Insurance                                  | \$49,157,772           | \$57,147,134           | \$7,989,362               |
| Life/Other Insurance                               | \$16,396,962           | \$19,026,561           | \$2,629,599               |
| Health Insurance                                   | \$119,262,117          | \$138,209,137          | \$18,947,020              |
| Transportation                                     |                        |                        |                           |
| Payments on Vehicles excluding Leases              | \$71,978,004           | \$83,638,289           | \$11,660,285              |
| Gasoline, Diesel Fuel, & Electric Vehicle Charging | \$80,076,344           | \$93,003,391           | \$12,927,047              |
| Vehicle Maintenance and Repairs                    | \$31,324,678           | \$36,363,537           | \$5,038,859               |
| Travel                                             |                        |                        |                           |
| Airline Fares                                      | \$17,848,278           | \$20,770,312           | \$2,922,034               |
| Lodging on Trips                                   | \$25,632,020           | \$29,743,975           | \$4,111,955               |
| Auto/Truck Rental on Trips                         | \$2,731,394            | \$3,176,917            | \$445,523                 |
| Food and Drink on Trips                            | \$19,313,691           | \$22,433,292           | \$3,119,601               |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.



**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Retail Demand Outlook

Weeping Water, Nebraska



Drive time band: 30 - 60 minute radius

| Top Tapestry Segments   | Percent | Demographic Summary     | 2025      | 2030      |
|-------------------------|---------|-------------------------|-----------|-----------|
| Classic Comfort (K4)    | 9.0%    | Population              | 1,283,881 | 1,319,857 |
| Middle Ground (K2)      | 8.5%    | Households              | 508,771   | 527,832   |
| Boomburbs (H2)          | 7.5%    | Families                | 310,876   | 320,346   |
| Savvy Suburbanites (L1) | 6.7%    | Median Age              | 36.4      | 37.3      |
| City Greens (K6)        | 5.6%    | Median Household Income | \$81,758  | \$92,878  |

|                                               | 2025 Consumer Spending | 2030 Forecasted Demand | Projected Spending Growth |
|-----------------------------------------------|------------------------|------------------------|---------------------------|
| <b>Apparel and Services</b>                   | \$1,255,685,628        | \$1,474,136,250        | \$218,450,622             |
| Men's                                         | \$249,520,040          | \$292,776,151          | \$43,256,111              |
| Women's                                       | \$425,766,044          | \$499,679,914          | \$73,913,870              |
| Children's                                    | \$176,162,135          | \$207,067,702          | \$30,905,567              |
| Footwear                                      | \$278,591,712          | \$327,142,979          | \$48,551,267              |
| Watches & Jewelry                             | \$101,869,926          | \$119,580,517          | \$17,710,591              |
| Apparel Products and Services (1)             | \$23,775,771           | \$27,888,987           | \$4,113,216               |
| <b>Computer</b>                               |                        |                        |                           |
| Computers and Hardware for Home Use           | \$117,469,698          | \$137,902,248          | \$20,432,550              |
| Portable Memory                               | \$1,958,780            | \$2,298,822            | \$340,042                 |
| Computer Software                             | \$8,882,575            | \$10,426,882           | \$1,544,307               |
| Computer Accessories                          | \$10,001,912           | \$11,734,903           | \$1,732,991               |
| <b>Education</b>                              |                        |                        |                           |
| Educational Books/Supplies/Other Expenditures | \$50,226,633           | \$58,959,142           | \$8,732,509               |
| Other School Supplies                         | \$46,377,851           | \$54,411,865           | \$8,034,014               |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



|                                              | 2025 Consumer Spending | 2030 Forecasted Demand | Projected Spending Growth |
|----------------------------------------------|------------------------|------------------------|---------------------------|
| Entertainment & Recreation                   | \$2,084,541,789        | \$2,445,125,303        | \$360,583,514             |
| Fees and Admissions                          | \$470,564,320          | \$552,721,101          | \$82,156,781              |
| Membership Fees for Clubs (2)                | \$158,062,979          | \$185,504,768          | \$27,441,789              |
| Fees for Participant Sports, excl. Trips     | \$85,998,126           | \$101,032,581          | \$15,034,455              |
| Tickets to Theatre/Operas/Concerts           | \$56,149,153           | \$65,919,247           | \$9,770,094               |
| Tickets to Movies                            | \$19,428,063           | \$22,832,870           | \$3,404,807               |
| Tickets to Parks or Museums                  | \$20,295,781           | \$23,867,870           | \$3,572,089               |
| Admission to Sporting Events, excl. Trips    | \$50,008,312           | \$58,686,027           | \$8,677,715               |
| Fees for Recreational Lessons                | \$80,000,726           | \$94,149,190           | \$14,148,464              |
| Dating Services                              | \$621,180              | \$728,548              | \$107,368                 |
| TV/Video/Audio                               | \$633,969,510          | \$743,265,727          | \$109,296,217             |
| Cable and Satellite Television Services      | \$328,668,420          | \$384,836,180          | \$56,167,760              |
| Televisions                                  | \$62,649,749           | \$73,555,552           | \$10,905,803              |
| Satellite Dishes                             | \$661,033              | \$775,974              | \$114,941                 |
| VCRs, Video Cameras, and DVD Players         | \$2,130,521            | \$2,500,682            | \$370,161                 |
| Miscellaneous Video Equipment                | \$20,431,573           | \$24,063,099           | \$3,631,526               |
| Video Cassettes and DVDs                     | \$2,299,975            | \$2,696,450            | \$396,475                 |
| Video Game Hardware/Accessories              | \$26,031,513           | \$30,550,370           | \$4,518,857               |
| Video Game Software                          | \$12,841,024           | \$15,071,295           | \$2,230,271               |
| Rental/Streaming/Downloaded Video            | \$104,864,007          | \$123,092,827          | \$18,228,820              |
| Installation of Televisions                  | \$673,853              | \$791,343              | \$117,490                 |
| Audio (3)                                    | \$71,516,146           | \$83,922,886           | \$12,406,740              |
| Rental of TV/VCR/Radio/Sound Equipment       | \$160,802              | \$187,695              | \$26,893                  |
| Repair of TV/Radio/Sound Equipment           | \$1,040,895            | \$1,221,375            | \$180,480                 |
| Pets                                         | \$535,475,892          | \$627,536,704          | \$92,060,812              |
| Toys/Games/Crafts/Hobbies (4)                | \$93,597,397           | \$109,783,464          | \$16,186,067              |
| Recreational Vehicles and Fees (5)           | \$96,688,776           | \$113,531,288          | \$16,842,512              |
| Sports/Recreation/Exercise Equipment (6)     | \$133,172,196          | \$156,307,770          | \$23,135,574              |
| Photo Equipment and Supplies (7)             | \$35,574,073           | \$41,725,668           | \$6,151,595               |
| Reading (8)                                  | \$62,131,759           | \$72,838,833           | \$10,707,074              |
| Live Entertainment-for Catered Affairs       | \$10,065,983           | \$11,792,127           | \$1,726,144               |
| Rental of Party Supplies for Catered Affairs | \$13,301,883           | \$15,622,621           | \$2,320,738               |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

|                                           | 2025 Consumer Spending | 2030 Forecasted Demand | Projected Spending Growth |
|-------------------------------------------|------------------------|------------------------|---------------------------|
| Food                                      | \$5,867,279,410        | \$6,883,311,633        | \$1,016,032,223           |
| Food at Home                              | \$3,779,616,337        | \$4,432,320,306        | \$652,703,969             |
| Bakery and Cereal Products                | \$502,914,242          | \$589,722,613          | \$86,808,371              |
| Meats, Poultry, Fish, and Eggs            | \$776,709,020          | \$910,822,926          | \$134,113,906             |
| Dairy Products                            | \$383,577,887          | \$449,777,444          | \$66,199,557              |
| Fruits and Vegetables                     | \$637,936,745          | \$748,260,250          | \$110,323,505             |
| Snacks and Other Food at Home (9)         | \$1,478,478,442        | \$1,733,737,073        | \$255,258,631             |
| Food Away from Home                       | \$2,087,663,073        | \$2,450,991,327        | \$363,328,254             |
| Alcoholic Beverages                       | \$337,818,259          | \$396,448,587          | \$58,630,328              |
| Financial                                 |                        |                        |                           |
| Value of Stocks/Bonds/Mutual Funds        | \$22,228,176,602       | \$26,051,628,846       | \$3,823,452,244           |
| Value of Retirement Plans                 | \$75,668,761,391       | \$88,646,818,715       | \$12,978,057,324          |
| Value of Other Financial Assets           | \$6,684,297,266        | \$7,837,173,103        | \$1,152,875,837           |
| Vehicle Loan Amount excluding Interest    | \$1,886,097,755        | \$2,214,457,055        | \$328,359,300             |
| Value of Credit Card Debt                 | \$1,550,497,321        | \$1,819,309,664        | \$268,812,343             |
| Health                                    |                        |                        |                           |
| Nonprescription Drugs                     | \$102,536,480          | \$120,219,079          | \$17,682,599              |
| Prescription Drugs                        | \$230,688,752          | \$269,633,425          | \$38,944,673              |
| Eyeglasses and Contact Lenses             | \$67,282,136           | \$78,828,743           | \$11,546,607              |
| Personal Care Products (10)               | \$309,477,981          | \$363,211,322          | \$53,733,341              |
| Smoking Products                          | \$248,433,214          | \$290,737,097          | \$42,303,883              |
| Home                                      |                        |                        |                           |
| Mortgage Payment and Basics (11)          | \$6,513,719,449        | \$7,645,691,277        | \$1,131,971,828           |
| Maintenance and Remodeling Services       | \$2,237,044,620        | \$2,623,536,043        | \$386,491,423             |
| Maintenance and Remodeling Materials (12) | \$404,948,696          | \$474,729,363          | \$69,780,667              |
| Utilities, Fuel, and Public Services      | \$3,048,361,868        | \$3,573,412,240        | \$525,050,372             |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

|                                                    | 2025 Consumer Spending | 2030 Forecasted Demand | Projected Spending Growth |
|----------------------------------------------------|------------------------|------------------------|---------------------------|
| Household Furnishings and Equipment                |                        |                        |                           |
| Household Textiles (13)                            | \$60,578,565           | \$71,067,849           | \$10,489,284              |
| Furniture                                          | \$457,071,919          | \$536,456,080          | \$79,384,161              |
| Rugs                                               | \$19,717,199           | \$23,133,585           | \$3,416,386               |
| Major Appliances (14)                              | \$255,312,378          | \$299,512,283          | \$44,199,905              |
| Housewares (15)                                    | \$48,945,305           | \$57,414,696           | \$8,469,391               |
| Small Appliances                                   | \$686,887,394          | \$805,862,667          | \$6,848,869               |
| Luggage                                            | \$12,392,209           | \$14,549,035           | \$2,156,826               |
| Telephones and Accessories                         | \$43,920,976           | \$51,396,475           | \$7,475,499               |
| Household Operations                               |                        |                        |                           |
| Child Care                                         | \$300,448,743          | \$353,164,350          | \$52,715,607              |
| Lawn/Garden (16)                                   | \$333,881,940          | \$391,143,565          | \$57,261,625              |
| Moving/Storage/Freight Express                     | \$62,656,327           | \$73,563,617           | \$10,907,290              |
| Housekeeping Supplies (17)                         | \$442,286,983          | \$518,572,448          | \$76,285,465              |
| Insurance                                          |                        |                        |                           |
| Owners and Renters Insurance                       | \$435,447,058          | \$510,425,836          | \$74,978,778              |
| Vehicle Insurance                                  | \$1,138,002,418        | \$1,335,214,549        | \$197,212,131             |
| Life/Other Insurance                               | \$342,873,871          | \$402,197,167          | \$59,323,296              |
| Health Insurance                                   | \$2,531,412,984        | \$2,966,819,275        | \$435,406,291             |
| Transportation                                     |                        |                        |                           |
| Payments on Vehicles excluding Leases              | \$1,594,433,445        | \$1,870,924,207        | \$276,490,762             |
| Gasoline, Diesel Fuel, & Electric Vehicle Charging | \$1,803,108,059        | \$2,114,981,893        | \$311,873,834             |
| Vehicle Maintenance and Repairs                    | \$697,806,845          | \$818,473,328          | \$120,666,483             |
| Travel                                             |                        |                        |                           |
| Airline Fares                                      | \$406,530,551          | \$477,585,212          | \$71,054,661              |
| Lodging on Trips                                   | \$539,804,923          | \$633,363,970          | \$93,559,047              |
| Auto/Truck Rental on Trips                         | \$61,364,519           | \$72,071,464           | \$10,706,945              |
| Food and Drink on Trips                            | \$418,172,301          | \$490,834,951          | \$72,662,650              |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.



**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Retail Demand by Industry

Weeping Water, Nebraska



Drive time band: 0 - 15 minute radius

| NAICS Code | Industry Summary                              | Spending Potential Index | Average Spent | Total        |
|------------|-----------------------------------------------|--------------------------|---------------|--------------|
| 44-45, 722 | Retail Trade, Food Services & Drinking Places | 97                       | \$29,735.70   | \$65,388,800 |
| 44-45      | Retail Trade                                  | 99                       | \$25,565.93   | \$56,219,487 |
| 722        | Food Services & Drinking Places               | 89                       | \$4,169.77    | \$9,169,314  |

| NAICS Code | Industry Subsector & Group                            | Index | Average Spending | Total        |
|------------|-------------------------------------------------------|-------|------------------|--------------|
| 441        | Motor Vehicle & Parts Dealers                         | 104   | \$3,365.05       | \$7,399,753  |
| 4411       | Automobile Dealers                                    | 99    | \$2,752.20       | \$6,052,093  |
| 4412       | Other Motor Vehicle Dealers                           | 168   | \$369.39         | \$812,287    |
| 4413       | Auto Parts, Accessories & Tire Stores                 | 103   | \$243.46         | \$535,372    |
| 442        | Furniture and Home Furnishings Stores                 | 97    | \$963.57         | \$2,118,882  |
| 4421       | Furniture Stores                                      | 94    | \$605.85         | \$1,332,262  |
| 4422       | Home Furnishings Stores                               | 102   | \$357.72         | \$786,620    |
| 443, 4431  | Electronics and Appliance Stores                      | 90    | \$257.58         | \$566,411    |
| 444        | Bldg Material & Garden Equipment & Supplies Dealers   | 117   | \$1,623.88       | \$3,570,905  |
| 4441       | Building Material and Supplies Dealers                | 117   | \$1,465.97       | \$3,223,670  |
| 4442       | Lawn and Garden Equipment and Supplies Stores         | 117   | \$157.91         | \$347,235    |
| 445        | Food and Beverage Stores                              | 95    | \$5,434.87       | \$11,951,285 |
| 4451       | Grocery Stores                                        | 96    | \$5,103.51       | \$11,222,612 |
| 4452       | Specialty Food Stores                                 | 93    | \$166.75         | \$366,673    |
| 4453       | Beer, Wine, and Liquor Stores                         | 91    | \$164.62         | \$362,000    |
| 446, 4461  | Health and Personal Care Stores                       | 104   | \$862.06         | \$1,895,662  |
| 447, 4471  | Gasoline Stations                                     | 98    | \$3,736.40       | \$8,216,335  |
| 448        | Clothing and Clothing Accessories Stores              | 90    | \$1,146.17       | \$2,520,432  |
| 4481       | Clothing Stores                                       | 90    | \$900.45         | \$1,980,079  |
| 4482       | Shoe Stores                                           | 92    | \$227.47         | \$500,196    |
| 4483       | Jewelry, Luggage, and Leather Goods Stores            | 89    | \$18.26          | \$40,157     |
| 451        | Sporting Goods, Hobby, Musical Inst., and Book Stores | 100   | \$461.71         | \$1,015,310  |
| 4511       | Sporting Goods, Hobby, and Musical Inst Stores        | 102   | \$374.48         | \$823,489    |
| 4512       | Book Stores and News Dealers                          | 92    | \$87.23          | \$191,821    |
| 452        | General Merchandise Stores                            | 96    | \$4,268.36       | \$9,386,123  |
| 4522       | Department Stores                                     | 90    | \$355.51         | \$781,758    |
| 4523       | Merch. Stores, incl. Warehouse Clubs, Supercenters    | 97    | \$3,912.85       | \$8,604,365  |



| NAICS Code | Industry Summary                             | Spending Potential Index | Average Spent | Total       |
|------------|----------------------------------------------|--------------------------|---------------|-------------|
| 453        | Miscellaneous Store Retailers                | 106                      | \$667.91      | \$1,468,739 |
| 4531       | Florists                                     | 118                      | \$34.16       | \$75,110    |
| 4532       | Office Supplies, Stationery, and Gift Stores | 95                       | \$95.54       | \$210,084   |
| 4533       | Used Merchandise Stores                      | 104                      | \$91.80       | \$201,875   |
| 4539       | Other Miscellaneous Store Retailers          | 109                      | \$446.42      | \$981,671   |
| 454        | Nonstore Retailers                           | 100                      | \$2,778.38    | \$6,109,650 |
| 4541       | Electronic Shopping and Mail-Order Houses    | 98                       | \$2,332.63    | \$5,129,449 |
| 4542       | Vending Machine Operators                    | 95                       | \$44.09       | \$96,945    |
| 4543       | Direct Selling Establishments                | 112                      | \$401.66      | \$883,256   |
| 722        | Food Services & Drinking Places              | 89                       | \$4,169.77    | \$9,169,314 |
| 7223       | Special Food Services                        | 89                       | \$15.18       | \$33,390    |
| 7224       | Drinking Places (Alcoholic Beverages)        | 89                       | \$108.10      | \$237,721   |
| 7225       | Restaurants and Other Eating Places          | 89                       | \$4,046.48    | \$8,898,203 |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

# Retail Demand by Industry

Weeping Water, Nebraska



Drive time band: 15 - 30 minute radius

| NAICS Code | Industry Summary                              | Spending Potential Index | Average Spent | Total         |
|------------|-----------------------------------------------|--------------------------|---------------|---------------|
| 44-45, 722 | Retail Trade, Food Services & Drinking Places | 108                      | \$33,002.77   | \$701,902,883 |
| 44-45      | Retail Trade                                  | 109                      | \$28,148.41   | \$598,660,459 |
| 722        | Food Services & Drinking Places               | 103                      | \$4,854.36    | \$103,242,424 |

| NAICS Code | Industry Subsector & Group                            | Index | Average Spending | Total         |
|------------|-------------------------------------------------------|-------|------------------|---------------|
| 441        | Motor Vehicle & Parts Dealers                         | 113   | \$3,637.17       | \$77,355,306  |
| 4411       | Automobile Dealers                                    | 110   | \$3,048.81       | \$64,842,116  |
| 4412       | Other Motor Vehicle Dealers                           | 148   | \$325.53         | \$6,923,457   |
| 4413       | Auto Parts, Accessories & Tire Stores                 | 111   | \$262.82         | \$5,589,734   |
| 442        | Furniture and Home Furnishings Stores                 | 110   | \$1,089.82       | \$23,178,372  |
| 4421       | Furniture Stores                                      | 108   | \$697.77         | \$14,840,216  |
| 4422       | Home Furnishings Stores                               | 112   | \$392.05         | \$8,338,156   |
| 443, 4431  | Electronics and Appliance Stores                      | 106   | \$301.48         | \$6,411,945   |
| 444        | Bldg Material & Garden Equipment & Supplies Dealers   | 120   | \$1,676.14       | \$35,648,215  |
| 4441       | Building Material and Supplies Dealers                | 121   | \$1,516.16       | \$32,245,585  |
| 4442       | Lawn and Garden Equipment and Supplies Stores         | 118   | \$159.99         | \$3,402,631   |
| 445        | Food and Beverage Stores                              | 106   | \$6,050.62       | \$128,684,682 |
| 4451       | Grocery Stores                                        | 106   | \$5,673.41       | \$120,662,120 |
| 4452       | Specialty Food Stores                                 | 105   | \$187.63         | \$3,990,459   |
| 4453       | Beer, Wine, and Liquor Stores                         | 105   | \$189.59         | \$4,032,103   |
| 446, 4461  | Health and Personal Care Stores                       | 113   | \$936.36         | \$19,914,500  |
| 447, 4471  | Gasoline Stations                                     | 108   | \$4,123.74       | \$87,703,746  |
| 448        | Clothing and Clothing Accessories Stores              | 105   | \$1,326.95       | \$28,221,586  |
| 4481       | Clothing Stores                                       | 105   | \$1,048.24       | \$22,293,982  |
| 4482       | Shoe Stores                                           | 104   | \$257.32         | \$5,472,723   |
| 4483       | Jewelry, Luggage, and Leather Goods Stores            | 105   | \$21.39          | \$454,881     |
| 451        | Sporting Goods, Hobby, Musical Inst., and Book Stores | 109   | \$504.33         | \$10,726,073  |
| 4511       | Sporting Goods, Hobby, and Musical Inst Stores        | 110   | \$404.65         | \$8,606,058   |
| 4512       | Book Stores and News Dealers                          | 105   | \$99.68          | \$2,120,016   |
| 452        | General Merchandise Stores                            | 108   | \$4,758.06       | \$101,194,453 |
| 4522       | Department Stores                                     | 104   | \$414.18         | \$8,808,765   |
| 4523       | Merch. Stores, incl. Warehouse Clubs, Supercenters    | 108   | \$4,343.88       | \$92,385,688  |

| NAICS Code | Industry Summary                             | Spending Potential Index | Average Spent | Total         |
|------------|----------------------------------------------|--------------------------|---------------|---------------|
| 453        | Miscellaneous Store Retailers                | 112                      | \$704.89      | \$14,991,631  |
| 4531       | Florists                                     | 120                      | \$34.54       | \$734,642     |
| 4532       | Office Supplies, Stationery, and Gift Stores | 108                      | \$108.08      | \$2,298,630   |
| 4533       | Used Merchandise Stores                      | 112                      | \$98.22       | \$2,088,930   |
| 4539       | Other Miscellaneous Store Retailers          | 113                      | \$464.05      | \$9,869,429   |
| 454        | Nonstore Retailers                           | 109                      | \$3,038.84    | \$64,629,951  |
| 4541       | Electronic Shopping and Mail-Order Houses    | 109                      | \$2,589.16    | \$55,066,358  |
| 4542       | Vending Machine Operators                    | 107                      | \$49.27       | \$1,047,843   |
| 4543       | Direct Selling Establishments                | 112                      | \$400.40      | \$8,515,750   |
| 722        | Food Services & Drinking Places              | 103                      | \$4,854.36    | \$103,242,424 |
| 7223       | Special Food Services                        | 104                      | \$17.65       | \$375,373     |
| 7224       | Drinking Places (Alcoholic Beverages)        | 104                      | \$126.49      | \$2,690,284   |
| 7225       | Restaurants and Other Eating Places          | 103                      | \$4,710.21    | \$100,176,766 |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

# Retail Demand by Industry

Weeping Water, Nebraska



Drive time band: 30 - 60 minute radius

| NAICS Code | Industry Summary                              | Spending Potential Index | Average Spent | Total            |
|------------|-----------------------------------------------|--------------------------|---------------|------------------|
| 44-45, 722 | Retail Trade, Food Services & Drinking Places | 99                       | \$30,319.73   | \$15,425,797,461 |
| 44-45      | Retail Trade                                  | 100                      | \$25,697.25   | \$13,074,015,724 |
| 722        | Food Services & Drinking Places               | 99                       | \$4,622.48    | \$2,351,781,737  |

| NAICS Code | Industry Subsector & Group                            | Index | Average Spending | Total           |
|------------|-------------------------------------------------------|-------|------------------|-----------------|
| 441        | Motor Vehicle & Parts Dealers                         | 100   | \$3,230.55       | \$1,643,609,694 |
| 4411       | Automobile Dealers                                    | 99    | \$2,757.41       | \$1,402,887,844 |
| 4412       | Other Motor Vehicle Dealers                           | 107   | \$235.76         | \$119,945,556   |
| 4413       | Auto Parts, Accessories & Tire Stores                 | 100   | \$237.39         | \$120,776,294   |
| 442        | Furniture and Home Furnishings Stores                 | 101   | \$1,001.67       | \$509,618,343   |
| 4421       | Furniture Stores                                      | 102   | \$653.64         | \$332,555,338   |
| 4422       | Home Furnishings Stores                               | 100   | \$348.02         | \$177,063,005   |
| 443, 4431  | Electronics and Appliance Stores                      | 102   | \$290.62         | \$147,859,791   |
| 444        | Bldg Material & Garden Equipment & Supplies Dealers   | 101   | \$1,410.88       | \$717,817,200   |
| 4441       | Building Material and Supplies Dealers                | 102   | \$1,277.23       | \$649,817,033   |
| 4442       | Lawn and Garden Equipment and Supplies Stores         | 99    | \$133.66         | \$68,000,167    |
| 445        | Food and Beverage Stores                              | 98    | \$5,597.93       | \$2,848,063,602 |
| 4451       | Grocery Stores                                        | 98    | \$5,245.87       | \$2,668,946,565 |
| 4452       | Specialty Food Stores                                 | 98    | \$174.99         | \$89,028,455    |
| 4453       | Beer, Wine, and Liquor Stores                         | 98    | \$177.07         | \$90,088,582    |
| 446, 4461  | Health and Personal Care Stores                       | 101   | \$835.66         | \$425,160,841   |
| 447, 4471  | Gasoline Stations                                     | 100   | \$3,821.09       | \$1,944,058,767 |
| 448        | Clothing and Clothing Accessories Stores              | 100   | \$1,267.19       | \$644,711,559   |
| 4481       | Clothing Stores                                       | 100   | \$1,001.62       | \$509,593,072   |
| 4482       | Shoe Stores                                           | 99    | \$245.37         | \$124,839,267   |
| 4483       | Jewelry, Luggage, and Leather Goods Stores            | 99    | \$20.20          | \$10,279,220    |
| 451        | Sporting Goods, Hobby, Musical Inst., and Book Stores | 100   | \$464.33         | \$236,235,430   |
| 4511       | Sporting Goods, Hobby, and Musical Inst Stores        | 100   | \$368.80         | \$187,634,124   |
| 4512       | Book Stores and News Dealers                          | 100   | \$95.53          | \$48,601,306    |
| 452        | General Merchandise Stores                            | 100   | \$4,403.01       | \$2,240,125,780 |
| 4522       | Department Stores                                     | 100   | \$396.91         | \$201,937,591   |
| 4523       | Merch. Stores, incl. Warehouse Clubs, Supercenters    | 99    | \$4,006.10       | \$2,038,188,189 |

| NAICS Code | Industry Summary                             | Spending Potential Index | Average Spent | Total           |
|------------|----------------------------------------------|--------------------------|---------------|-----------------|
| 453        | Miscellaneous Store Retailers                | 99                       | \$619.06      | \$314,958,820   |
| 4531       | Florists                                     | 99                       | \$28.61       | \$14,555,864    |
| 4532       | Office Supplies, Stationery, and Gift Stores | 100                      | \$100.46      | \$51,111,621    |
| 4533       | Used Merchandise Stores                      | 97                       | \$85.57       | \$43,537,877    |
| 4539       | Other Miscellaneous Store Retailers          | 98                       | \$404.41      | \$205,753,458   |
| 454        | Nonstore Retailers                           | 99                       | \$2,755.26    | \$1,401,795,897 |
| 4541       | Electronic Shopping and Mail-Order Houses    | 100                      | \$2,376.37    | \$1,209,029,635 |
| 4542       | Vending Machine Operators                    | 99                       | \$45.92       | \$23,361,646    |
| 4543       | Direct Selling Establishments                | 93                       | \$332.97      | \$169,404,615   |
| 722        | Food Services & Drinking Places              | 99                       | \$4,622.48    | \$2,351,781,737 |
| 7223       | Special Food Services                        | 99                       | \$16.76       | \$8,525,814     |
| 7224       | Drinking Places (Alcoholic Beverages)        | 99                       | \$119.90      | \$61,002,172    |
| 7225       | Restaurants and Other Eating Places          | 99                       | \$4,485.82    | \$2,282,253,752 |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



# Retail Market Potential


Weeping Water, Nebraska



Drive time band: 0 - 15 minute radius

| Demographic Summary                        |                                  | 2025     | 2030      |
|--------------------------------------------|----------------------------------|----------|-----------|
| Population                                 |                                  | 5,613    | 5,794     |
| Population 18+                             |                                  | 4,367    | 4,612     |
| Households                                 |                                  | 2,199    | 2,278     |
| Median Household Income                    |                                  | \$87,729 | \$100,592 |
| Product/Consumer Behavior                  | Expected Number of Adults or HHs | Percent  | MPI       |
| Apparel (Adults)                           |                                  |          |           |
| Bought Men`s Clothing Last 12 Mo           | 2,910                            | 66.6%    | 105       |
| Bought Women`s Clothing Last 12 Mo         | 2,300                            | 52.7%    | 101       |
| Bought Shoes Last 12 Mo                    | 3,437                            | 78.7%    | 104       |
| Bought Fine Jewelry Last 12 Mo             | 880                              | 20.1%    | 92        |
| Bought Watch Last 12 Mo                    | 487                              | 11.2%    | 87        |
| Automobiles (Households)                   |                                  |          |           |
| HH Owns or Leases 1+ Vehicles              | 2,110                            | 96.0%    | 107       |
| HH Bought or Leased New Vehicle Last 12 Mo | 196                              | 8.9%     | 105       |
| Automotive Aftermarket (Adults)            |                                  |          |           |
| Bought Gasoline Last 6 Mo                  | 4,157                            | 95.2%    | 107       |
| Bought or Changed Motor Oil Last 12 Mo     | 2,612                            | 59.8%    | 111       |
| Had Vehicle Tune-Up Last 12 Mo             | 977                              | 22.4%    | 97        |
| Beverages (Adults)                         |                                  |          |           |
| Drank Non-Diet (Regular) Cola Last 6 Mo    | 1,583                            | 36.3%    | 95        |
| Drank Beer or Ale Last 6 Mo                | 1,748                            | 40.0%    | 107       |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

| Product/Consumer Behavior                         | Expected Number of Adults or HHs | Percent | MPI |
|---------------------------------------------------|----------------------------------|---------|-----|
| Cameras (Adults)                                  |                                  |         |     |
| Own Digital Point and Shoot Camera Last Camcorder | 442                              | 10.1%   | 119 |
| Own Digital SLR Camera or Camcorder               | 482                              | 11.0%   | 114 |
| Printed Digital Photos Last 12 Mo                 | 1,211                            | 27.7%   | 111 |
| Cell Phones (Adults/Households)                   |                                  |         |     |
| Bought Cell Phone Last 12 Mo                      | 1,413                            | 32.4%   | 94  |
| Have a Smartphone                                 | 4,135                            | 94.7%   | 101 |
| Have Android Phone (Any Brand) Smartphone         | 1,718                            | 39.3%   | 105 |
| Have Apple iPhone Smartphone                      | 2,501                            | 57.3%   | 98  |
| HH Owns 1 Cell Phone                              | 535                              | 24.3%   | 81  |
| HH Owns 2 Cell Phones                             | 1,001                            | 45.5%   | 118 |
| HH Owns 3+ Cell Phones                            | 635                              | 28.9%   | 100 |
| HH Has Cell Phone Only (No Landline Telephone)    | 1,667                            | 75.8%   | 101 |
| Computers (Households)                            |                                  |         |     |
| HH Owns Computer                                  | 1,916                            | 87.1%   | 105 |
| HH Owns Desktop Computer                          | 887                              | 40.3%   | 108 |
| HH Owns Laptop or Notebook                        | 1,560                            | 70.9%   | 103 |
| HH Owns Apple or Mac Brand Computer               | 485                              | 22.1%   | 88  |
| HH Owns PC or Non-Apple Brand Computer            | 1,648                            | 74.9%   | 108 |
| HH Purchased Most Recent Home Computer at Store   | 865                              | 39.3%   | 112 |
| HH Purchased Most Recent Home Computer Online     | 614                              | 27.9%   | 104 |
| HH Spent \$1-499 on Most Recent Home Computer     | 345                              | 15.7%   | 121 |
| HH Spent \$500-999 on Most Recent Home Computer   | 438                              | 19.9%   | 112 |
| HH Spent \$1K-1499 on Most Recent Home Computer   | 252                              | 11.5%   | 103 |
| HH Spent \$1500-1999 on Most Recent Home Computer | 93                               | 4.2%    | 104 |
| HH Spent \$2000+ on Most Recent Home Computer     | 132                              | 6.0%    | 95  |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

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| Product/Consumer Behavior                              | Expected Number of Adults or HHs | Percent | MPI |
|--------------------------------------------------------|----------------------------------|---------|-----|
| Convenience Stores (Adults)                            |                                  |         |     |
| Shopped at Convenience Store Last 6 Mo                 | 3,137                            | 71.8%   | 109 |
| Bought Brewed Coffee at Convenience Store Last 30 Days | 612                              | 14.0%   | 112 |
| Bought Cigarettes at Convenience Store Last 30 Days    | 236                              | 5.4%    | 95  |
| Bought Gas at Convenience Store Last 30 Days           | 2,156                            | 49.4%   | 121 |
| Spent \$1-19 at Convenience Store Last 30 Days         | 264                              | 6.0%    | 96  |
| Spent \$20-39 at Convenience Store Last 30 Days        | 341                              | 7.8%    | 97  |
| Spent \$40-50 at Convenience Store Last 30 Days        | 273                              | 6.3%    | 99  |
| Spent \$51-99 at Convenience Store Last 30 Days        | 244                              | 5.6%    | 105 |
| Spent \$100+ at Convenience Store Last 30 Days         | 1,322                            | 30.3%   | 123 |
| Entertainment (Adults)                                 |                                  |         |     |
| Attended Movie Last 6 Mo                               | 2,267                            | 51.9%   | 98  |
| Went to Live Theater Last 12 Mo                        | 503                              | 11.5%   | 99  |
| Went to Bar or Night Club Last 12 Mo                   | 917                              | 21.0%   | 108 |
| Dined Out Last 12 Mo                                   | 2,743                            | 62.8%   | 112 |
| Gambled at Casino Last 12 Mo                           | 542                              | 12.4%   | 97  |
| Visited Theme Park Last 12 Mo                          | 670                              | 15.3%   | 81  |
| Viewed Movie (Video-on-Demand) Last 30 Days            | 306                              | 7.0%    | 85  |
| Viewed TV Show (Video-on-Demand) Last 30 Days          | 171                              | 3.9%    | 71  |
| Used Internet to Download Movie Last 30 Days           | 222                              | 5.1%    | 75  |
| Downloaded Individual Song Last 6 Mo                   | 731                              | 16.7%   | 92  |
| Used Internet to Watch Movie Last 30 Days              | 1,318                            | 30.2%   | 86  |
| Used Internet to Watch TV Program Last 30 Days         | 874                              | 20.0%   | 88  |
| Played (Console) Video or Electronic Game Last 12 Mo   | 518                              | 11.9%   | 93  |
| Played (Portable) Video or Electronic Game Last 12 Mo  | 274                              | 6.3%    | 86  |

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| Product/Consumer Behavior                           | Expected Number of Adults or HHs | Percent | MPI |
|-----------------------------------------------------|----------------------------------|---------|-----|
| Financial (Adults)                                  |                                  |         |     |
| Have 1st Home Mortgage                              | 1,823                            | 41.7%   | 118 |
| Used ATM or Cash Machine Last 12 Mo                 | 2,612                            | 59.8%   | 99  |
| Own Any Stock                                       | 655                              | 15.0%   | 109 |
| Own U.S. Savings Bonds                              | 392                              | 9.0%    | 120 |
| Own Shares in Mutual Fund (Stocks)                  | 637                              | 14.6%   | 121 |
| Own Shares in Mutual Fund (Bonds)                   | 401                              | 9.2%    | 120 |
| Have Interest Checking Account                      | 1,957                            | 44.8%   | 119 |
| Have Non-Interest Checking Account                  | 1,702                            | 39.0%   | 107 |
| Have Savings Account                                | 3,432                            | 78.6%   | 110 |
| Have 401(k) Retirement Savings Plan                 | 1,194                            | 27.3%   | 113 |
| Own or Used Any Credit or Debit Card Last 12 Mo     | 4,108                            | 94.1%   | 102 |
| Avg \$1-110 Monthly Credit Card Expenditures        | 883                              | 20.2%   | 103 |
| Avg \$111-225 Monthly Credit Card Expenditures      | 518                              | 11.9%   | 97  |
| Avg \$226-450 Monthly Credit Card Expenditures      | 385                              | 8.8%    | 105 |
| Avg \$451-700 Monthly Credit Card Expenditures      | 387                              | 8.9%    | 101 |
| Avg \$701-1000 Monthly Credit Card Expenditures     | 359                              | 8.2%    | 105 |
| Avg \$1001-2000 Monthly Credit Card Expenditures    | 559                              | 12.8%   | 111 |
| Avg \$2001+ Monthly Credit Card Expenditures        | 616                              | 14.1%   | 105 |
| Did Online Banking Last 12 Mo                       | 2,554                            | 58.5%   | 105 |
| Did Mobile Device Banking Last 12 Mo                | 2,166                            | 49.6%   | 102 |
| Grocery (Adults)                                    |                                  |         |     |
| HH Used Bread Last 6 Mo                             | 2,109                            | 95.9%   | 102 |
| HH Used Chicken (Fresh or Frozen) Last 6 Mo         | 1,754                            | 79.8%   | 104 |
| HH Used Turkey (Fresh or Frozen) Last 6 Mo          | 493                              | 22.4%   | 112 |
| HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo | 1,245                            | 56.6%   | 99  |
| HH Used Fresh Fruit or Vegetables Last 6 Mo         | 2,032                            | 92.4%   | 102 |
| HH Used Fresh Milk Last 6 Mo                        | 1,903                            | 86.5%   | 106 |
| HH Used Organic Food Last 6 Mo                      | 417                              | 19.0%   | 76  |


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| Product/Consumer Behavior                                      | Expected Number of Adults or HHs | Percent | MPI |
|----------------------------------------------------------------|----------------------------------|---------|-----|
| Health (Adults)                                                |                                  |         |     |
| Exercise at Home 2+ Times Per Week                             | 2,070                            | 47.4%   | 103 |
| Exercise at Club 2+ Times Per Week                             | 468                              | 10.7%   | 81  |
| Visited Doctor Last 12 Mo                                      | 3,611                            | 82.7%   | 104 |
| Used Vitamins or Dietary Supplements Last 6 Mo                 | 2,902                            | 66.5%   | 102 |
| Home (Households)                                              |                                  |         |     |
| HH Did Home Improvement Last 12 Mo                             | 916                              | 41.7%   | 123 |
| HH Used Maid/Prof Cleaning Srvs (Incl Furn/Carpet) Last 12 Mo  | 837                              | 38.1%   | 112 |
| HH Purchased Low Ticket HH Furnishing Last 12 Mo               | 476                              | 21.6%   | 103 |
| HH Purchased Big Ticket HH Furnishing Last 12 Mo               | 511                              | 23.2%   | 97  |
| HH Bought Small Kitchen Appliance Last 12 Mo                   | 470                              | 21.4%   | 93  |
| HH Purchased Large Appliance/12 Mo                             | 424                              | 19.3%   | 108 |
| Insurance (Adults/Households)                                  |                                  |         |     |
| Currently Carry Life Insurance                                 | 2,600                            | 59.5%   | 118 |
| Personally Carry Any Medical or Hospital or Accident Insurance | 3,903                            | 89.4%   | 106 |
| Homeowner Carries Insurance on Home/Personal Property          | 3,279                            | 75.1%   | 128 |
| Renter Carries Insurance on Home/Personal Property             | 401                              | 9.2%    | 69  |
| HH Has 1 Vehicle Covered with Auto Insurance                   | 531                              | 24.1%   | 75  |
| HH Has 2 Vehicles Covered with Auto Insurance                  | 725                              | 33.0%   | 107 |
| HH Has 3+ Vehicles Covered with Auto Insurance                 | 822                              | 37.4%   | 147 |

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| Product/Consumer Behavior                                    | Expected Number of Adults or HHs | Percent | MPI |
|--------------------------------------------------------------|----------------------------------|---------|-----|
| Pets (Households)                                            |                                  |         |     |
| HH Owns Any Pet                                              | 1,389                            | 63.2%   | 123 |
| HH Owns 1+ Cats                                              | 706                              | 32.1%   | 134 |
| HH Owns 1+ Dogs                                              | 1,098                            | 49.9%   | 131 |
| Psychographics (Adults)                                      |                                  |         |     |
| Represents adults who "completely agree" with the statement: |                                  |         |     |
| Am Interested in How to Help Environment: 4-Agr Cmpl         | 529                              | 12.1%   | 76  |
| Buying American Is Important: 4-Agr Cmpl                     | 1,555                            | 35.6%   | 130 |
| Buy Based on Quality Not Price: 4-Agr Cmpl                   | 542                              | 12.4%   | 87  |
| Buy on Credit Rather Than Wait: 4-Agr Cmpl                   | 501                              | 11.5%   | 93  |
| Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl          | 463                              | 10.6%   | 106 |
| Will Pay More for Environ Safe Products: 4-Agr Cmpl          | 351                              | 8.0%    | 74  |
| Buy Based on Price Not Brands: 4-Agr Cmpl                    | 1,208                            | 27.7%   | 101 |
| Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl             | 107                              | 2.5%    | 62  |
| Reading (Adults)                                             |                                  |         |     |
| Bought Digital Book Last 12 Mo                               | 782                              | 17.9%   | 101 |
| Bought Hardcover Book Last 12 Mo                             | 1,197                            | 27.4%   | 106 |
| Bought Paperback Book Last 12 Mo                             | 1,475                            | 33.8%   | 100 |
| Read Daily Newspaper (Paper Version)                         | 355                              | 8.1%    | 116 |
| Read Digital Newspaper Last 30 Days                          | 2,015                            | 46.1%   | 85  |
| Read Magazine (Paper or Electronic Version) Last 6 Mo        | 3,665                            | 83.9%   | 96  |

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| Product/Consumer Behavior                                | Expected Number of Adults or HHs | Percent | MPI |
|----------------------------------------------------------|----------------------------------|---------|-----|
| Restaurants (Adults)                                     |                                  |         |     |
| Went to Family Restaurant/Steak House Last 6 Mo          | 3,301                            | 75.6%   | 104 |
| Went to Family Restrnt/SteakHse 4+ Times Last 30 Days    | 1,099                            | 25.2%   | 103 |
| Went to Fast Food or Drive-In Restaurant Last 6 Mo       | 4,040                            | 92.5%   | 101 |
| Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days | 1,642                            | 37.6%   | 95  |
| Ordered Eat-In Fast Food Last 6 Mo                       | 1,625                            | 37.2%   | 112 |
| Ordered Home Delivery Fast Food Last 6 Mo                | 389                              | 8.9%    | 72  |
| Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo | 2,364                            | 54.1%   | 111 |
| Ordered Take-Out/Walk-In Fast Food Last 6 Mo             | 933                              | 21.4%   | 93  |
| Television & Electronics (Adults/Households)             |                                  |         |     |
| Own Tablet                                               | 2,444                            | 56.0%   | 99  |
| Own E-Reader                                             | 685                              | 15.7%   | 96  |
| Own E-Reader or Tablet: Apple iPad                       | 1,547                            | 35.4%   | 98  |
| HH Owns Internet Connectable TV                          | 989                              | 45.0%   | 109 |
| Own Portable MP3 Player                                  | 387                              | 8.9%    | 115 |
| HH Owns 1 TV                                             | 327                              | 14.9%   | 75  |
| HH Owns 2 TVs                                            | 592                              | 26.9%   | 97  |
| HH Owns 3 TVs                                            | 524                              | 23.8%   | 108 |
| HH Owns 4+ TVs                                           | 619                              | 28.1%   | 128 |
| HH Subscribes to Cable TV                                | 529                              | 24.1%   | 85  |
| HH Subscribes to Fiber Optic TV                          | 37                               | 1.7%    | 52  |
| HH Owns Portable GPS Device                              | 472                              | 21.5%   | 129 |
| HH Purchased Video Game System Last 12 Mo                | 93                               | 4.2%    | 60  |
| HH Owns Internet Video Device for TV                     | 1,240                            | 56.4%   | 107 |

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| Product/Consumer Behavior                              | Expected Number of Adults or HHs | Percent | MPI |
|--------------------------------------------------------|----------------------------------|---------|-----|
| Travel (Adults)                                        |                                  |         |     |
| Took Domestic Trip in Continental U.S. Last 12 Mo      | 2,932                            | 67.1%   | 109 |
| Took 3+ Domestic Non-Business Trips Last 12 Mo         | 887                              | 20.3%   | 111 |
| Spent \$1-999 on Domestic Vacations Last 12 Mo         | 507                              | 11.6%   | 105 |
| Spent \$1K-1499 on Domestic Vacations Last 12 Mo       | 315                              | 7.2%    | 104 |
| Spent \$1500-1999 on Domestic Vacations Last 12 Mo     | 228                              | 5.2%    | 109 |
| Spent \$2K-2999 on Domestic Vacations Last 12 Mo       | 343                              | 7.8%    | 140 |
| Spent \$3K+ on Domestic Vacations Last 12 Mo           | 606                              | 13.9%   | 117 |
| Used Internet Travel Site for Domestic Trip Last 12 Mo | 266                              | 6.1%    | 95  |
| Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs    | 1,126                            | 25.8%   | 85  |
| Took 3+ Foreign Trips by Plane Last 3 Yrs              | 174                              | 4.0%    | 72  |
| Spent \$1-999 on Foreign Vacations Last 12 Mo          | 187                              | 4.3%    | 101 |
| Spent \$1K-2999 on Foreign Vacations Last 12 Mo        | 135                              | 3.1%    | 72  |
| Spent \$3K+ on Foreign Vacations Last 12 Mo            | 364                              | 8.3%    | 86  |
| Used General Travel Site: Foreign Trip Last 3 Yrs      | 169                              | 3.9%    | 72  |
| Spent Night at Hotel or Motel Last 12 Mo               | 2,581                            | 59.1%   | 108 |
| Took Cruise of More Than One Day Last 3 Yrs            | 360                              | 8.2%    | 93  |
| Member of Frequent Flyer Program                       | 1,120                            | 25.6%   | 93  |
| Member of Hotel Rewards Program                        | 1,409                            | 32.3%   | 110 |

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# Retail Market Potential


Weeping Water, Nebraska



Drive time band: 15 - 30 minute radius

| Demographic Summary                        |                                  | 2025     | 2030      |
|--------------------------------------------|----------------------------------|----------|-----------|
| Population                                 |                                  | 55,835   | 58,674    |
| Population 18+                             |                                  | 42,400   | 45,230    |
| Households                                 |                                  | 21,268   | 22,402    |
| Median Household Income                    |                                  | \$96,242 | \$107,274 |
| Product/Consumer Behavior                  | Expected Number of Adults or HHs | Percent  | MPI       |
| Apparel (Adults)                           |                                  |          |           |
| Bought Men`s Clothing Last 12 Mo           | 27,895                           | 65.8%    | 104       |
| Bought Women`s Clothing Last 12 Mo         | 22,536                           | 53.1%    | 102       |
| Bought Shoes Last 12 Mo                    | 32,966                           | 77.8%    | 103       |
| Bought Fine Jewelry Last 12 Mo             | 8,716                            | 20.6%    | 94        |
| Bought Watch Last 12 Mo                    | 5,034                            | 11.9%    | 93        |
| Automobiles (Households)                   |                                  |          |           |
| HH Owns or Leases 1+ Vehicles              | 20,157                           | 94.8%    | 106       |
| HH Bought or Leased New Vehicle Last 12 Mo | 1,970                            | 9.3%     | 109       |
| Automotive Aftermarket (Adults)            |                                  |          |           |
| Bought Gasoline Last 6 Mo                  | 39,928                           | 94.2%    | 106       |
| Bought or Changed Motor Oil Last 12 Mo     | 24,580                           | 58.0%    | 107       |
| Had Vehicle Tune-Up Last 12 Mo             | 9,737                            | 23.0%    | 100       |
| Beverages (Adults)                         |                                  |          |           |
| Drank Non-Diet (Regular) Cola Last 6 Mo    | 15,543                           | 36.7%    | 96        |
| Drank Beer or Ale Last 6 Mo                | 16,377                           | 38.6%    | 104       |

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| Product/Consumer Behavior                         | Expected Number of Adults or HHs | Percent | MPI |
|---------------------------------------------------|----------------------------------|---------|-----|
| Cameras (Adults)                                  |                                  |         |     |
| Own Digital Point and Shoot Camera Last Camcorder | 4,157                            | 9.8%    | 115 |
| Own Digital SLR Camera or Camcorder               | 4,569                            | 10.8%   | 111 |
| Printed Digital Photos Last 12 Mo                 | 11,708                           | 27.6%   | 111 |
| Cell Phones (Adults/Households)                   |                                  |         |     |
| Bought Cell Phone Last 12 Mo                      | 14,041                           | 33.1%   | 96  |
| Have a Smartphone                                 | 40,291                           | 95.0%   | 101 |
| Have Android Phone (Any Brand) Smartphone         | 16,179                           | 38.2%   | 102 |
| Have Apple iPhone Smartphone                      | 24,945                           | 58.8%   | 100 |
| HH Owns 1 Cell Phone                              | 5,504                            | 25.9%   | 86  |
| HH Owns 2 Cell Phones                             | 9,058                            | 42.6%   | 110 |
| HH Owns 3+ Cell Phones                            | 6,348                            | 29.9%   | 104 |
| HH Has Cell Phone Only (No Landline Telephone)    | 16,224                           | 76.3%   | 101 |
| Computers (Households)                            |                                  |         |     |
| HH Owns Computer                                  | 18,391                           | 86.5%   | 104 |
| HH Owns Desktop Computer                          | 8,498                            | 40.0%   | 107 |
| HH Owns Laptop or Notebook                        | 15,139                           | 71.2%   | 103 |
| HH Owns Apple or Mac Brand Computer               | 4,972                            | 23.4%   | 94  |
| HH Owns PC or Non-Apple Brand Computer            | 15,757                           | 74.1%   | 107 |
| HH Purchased Most Recent Home Computer at Store   | 8,088                            | 38.0%   | 108 |
| HH Purchased Most Recent Home Computer Online     | 5,989                            | 28.2%   | 104 |
| HH Spent \$1-499 on Most Recent Home Computer     | 3,115                            | 14.7%   | 113 |
| HH Spent \$500-999 on Most Recent Home Computer   | 4,218                            | 19.8%   | 112 |
| HH Spent \$1K-1499 on Most Recent Home Computer   | 2,479                            | 11.7%   | 105 |
| HH Spent \$1500-1999 on Most Recent Home Computer | 863                              | 4.1%    | 100 |
| HH Spent \$2000+ on Most Recent Home Computer     | 1,358                            | 6.4%    | 101 |

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| Product/Consumer Behavior                              | Expected Number of Adults or HHs | Percent | MPI |
|--------------------------------------------------------|----------------------------------|---------|-----|
| Convenience Stores (Adults)                            |                                  |         |     |
| Shopped at Convenience Store Last 6 Mo                 | 29,671                           | 70.0%   | 106 |
| Bought Brewed Coffee at Convenience Store Last 30 Days | 5,725                            | 13.5%   | 108 |
| Bought Cigarettes at Convenience Store Last 30 Days    | 2,355                            | 5.5%    | 97  |
| Bought Gas at Convenience Store Last 30 Days           | 19,722                           | 46.5%   | 114 |
| Spent \$1-19 at Convenience Store Last 30 Days         | 2,806                            | 6.6%    | 105 |
| Spent \$20-39 at Convenience Store Last 30 Days        | 3,426                            | 8.1%    | 100 |
| Spent \$40-50 at Convenience Store Last 30 Days        | 2,699                            | 6.4%    | 101 |
| Spent \$51-99 at Convenience Store Last 30 Days        | 2,359                            | 5.6%    | 104 |
| Spent \$100+ at Convenience Store Last 30 Days         | 11,819                           | 27.9%   | 113 |
| Entertainment (Adults)                                 |                                  |         |     |
| Attended Movie Last 6 Mo                               | 22,680                           | 53.5%   | 101 |
| Went to Live Theater Last 12 Mo                        | 5,162                            | 12.2%   | 105 |
| Went to Bar or Night Club Last 12 Mo                   | 8,660                            | 20.4%   | 105 |
| Dined Out Last 12 Mo                                   | 25,902                           | 61.1%   | 109 |
| Gambled at Casino Last 12 Mo                           | 5,377                            | 12.7%   | 99  |
| Visited Theme Park Last 12 Mo                          | 7,242                            | 17.1%   | 91  |
| Viewed Movie (Video-on-Demand) Last 30 Days            | 3,411                            | 8.0%    | 98  |
| Viewed TV Show (Video-on-Demand) Last 30 Days          | 2,137                            | 5.0%    | 92  |
| Used Internet to Download Movie Last 30 Days           | 2,555                            | 6.0%    | 89  |
| Downloaded Individual Song Last 6 Mo                   | 7,409                            | 17.5%   | 96  |
| Used Internet to Watch Movie Last 30 Days              | 13,761                           | 32.5%   | 92  |
| Used Internet to Watch TV Program Last 30 Days         | 9,203                            | 21.7%   | 96  |
| Played (Console) Video or Electronic Game Last 12 Mo   | 5,337                            | 12.6%   | 98  |
| Played (Portable) Video or Electronic Game Last 12 Mo  | 2,932                            | 6.9%    | 95  |

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| Product/Consumer Behavior                           | Expected Number of Adults or HHs | Percent | MPI |
|-----------------------------------------------------|----------------------------------|---------|-----|
| Financial (Adults)                                  |                                  |         |     |
| Have 1st Home Mortgage                              | 17,624                           | 41.6%   | 118 |
| Used ATM or Cash Machine Last 12 Mo                 | 25,868                           | 61.0%   | 101 |
| Own Any Stock                                       | 6,347                            | 15.0%   | 109 |
| Own U.S. Savings Bonds                              | 3,651                            | 8.6%    | 115 |
| Own Shares in Mutual Fund (Stocks)                  | 5,752                            | 13.6%   | 113 |
| Own Shares in Mutual Fund (Bonds)                   | 3,717                            | 8.8%    | 115 |
| Have Interest Checking Account                      | 18,171                           | 42.9%   | 114 |
| Have Non-Interest Checking Account                  | 16,273                           | 38.4%   | 106 |
| Have Savings Account                                | 32,568                           | 76.8%   | 107 |
| Have 401(k) Retirement Savings Plan                 | 11,721                           | 27.6%   | 114 |
| Own or Used Any Credit or Debit Card Last 12 Mo     | 39,778                           | 93.8%   | 102 |
| Avg \$1-110 Monthly Credit Card Expenditures        | 8,543                            | 20.1%   | 103 |
| Avg \$111-225 Monthly Credit Card Expenditures      | 5,145                            | 12.1%   | 99  |
| Avg \$226-450 Monthly Credit Card Expenditures      | 3,616                            | 8.5%    | 101 |
| Avg \$451-700 Monthly Credit Card Expenditures      | 3,772                            | 8.9%    | 102 |
| Avg \$701-1000 Monthly Credit Card Expenditures     | 3,475                            | 8.2%    | 105 |
| Avg \$1001-2000 Monthly Credit Card Expenditures    | 5,341                            | 12.6%   | 109 |
| Avg \$2001+ Monthly Credit Card Expenditures        | 6,199                            | 14.6%   | 109 |
| Did Online Banking Last 12 Mo                       | 24,895                           | 58.7%   | 106 |
| Did Mobile Device Banking Last 12 Mo                | 21,401                           | 50.5%   | 103 |
| Grocery (Adults)                                    |                                  |         |     |
| HH Used Bread Last 6 Mo                             | 20,268                           | 95.3%   | 101 |
| HH Used Chicken (Fresh or Frozen) Last 6 Mo         | 16,653                           | 78.3%   | 102 |
| HH Used Turkey (Fresh or Frozen) Last 6 Mo          | 4,629                            | 21.8%   | 109 |
| HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo | 12,069                           | 56.8%   | 99  |
| HH Used Fresh Fruit or Vegetables Last 6 Mo         | 19,400                           | 91.2%   | 101 |
| HH Used Fresh Milk Last 6 Mo                        | 18,004                           | 84.7%   | 103 |
| HH Used Organic Food Last 6 Mo                      | 4,557                            | 21.4%   | 86  |

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| Product/Consumer Behavior                                      | Expected Number of Adults or HHs | Percent | MPI |
|----------------------------------------------------------------|----------------------------------|---------|-----|
| Health (Adults)                                                |                                  |         |     |
| Exercise at Home 2+ Times Per Week                             | 20,149                           | 47.5%   | 104 |
| Exercise at Club 2+ Times Per Week                             | 5,300                            | 12.5%   | 94  |
| Visited Doctor Last 12 Mo                                      | 34,989                           | 82.5%   | 103 |
| Used Vitamins or Dietary Supplements Last 6 Mo                 | 28,242                           | 66.6%   | 102 |
| Home (Households)                                              |                                  |         |     |
| HH Did Home Improvement Last 12 Mo                             | 8,412                            | 39.5%   | 117 |
| HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo  | 8,203                            | 38.6%   | 113 |
| HH Purchased Low Ticket HH Furnishing Last 12 Mo               | 4,812                            | 22.6%   | 108 |
| HH Purchased Big Ticket HH Furnishing Last 12 Mo               | 5,268                            | 24.8%   | 104 |
| HH Bought Small Kitchen Appliance Last 12 Mo                   | 4,801                            | 22.6%   | 99  |
| HH Purchased Large Appliance/12 Mo                             | 4,176                            | 19.6%   | 110 |
| Insurance (Adults/Households)                                  |                                  |         |     |
| Currently Carry Life Insurance                                 | 24,449                           | 57.7%   | 114 |
| Personally Carry Any Medical or Hospital or Accident Insurance | 37,565                           | 88.6%   | 105 |
| Homeowner Carries Insurance on Home/Personal Property          | 29,820                           | 70.3%   | 120 |
| Renter Carries Insurance on Home/Personal Property             | 4,693                            | 11.1%   | 83  |
| HH Has 1 Vehicle Covered with Auto Insurance                   | 5,961                            | 28.0%   | 87  |
| HH Has 2 Vehicles Covered with Auto Insurance                  | 7,163                            | 33.7%   | 110 |
| HH Has 3+ Vehicles Covered with Auto Insurance                 | 6,690                            | 31.5%   | 124 |

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| Product/Consumer Behavior                                    | Expected Number of Adults or HHs | Percent | MPI |
|--------------------------------------------------------------|----------------------------------|---------|-----|
| Pets (Households)                                            |                                  |         |     |
| HH Owns Any Pet                                              | 12,483                           | 58.7%   | 114 |
| HH Owns 1+ Cats                                              | 5,967                            | 28.1%   | 117 |
| HH Owns 1+ Dogs                                              | 9,579                            | 45.0%   | 118 |
| Psychographics (Adults)                                      |                                  |         |     |
| Represents adults who "completely agree" with the statement: |                                  |         |     |
| Am Interested in How to Help Environment: 4-Agr Cmpl         | 5,740                            | 13.5%   | 85  |
| Buying American Is Important: 4-Agr Cmpl                     | 13,329                           | 31.4%   | 115 |
| Buy Based on Quality Not Price: 4-Agr Cmpl                   | 5,493                            | 13.0%   | 91  |
| Buy on Credit Rather Than Wait: 4-Agr Cmpl                   | 5,032                            | 11.9%   | 97  |
| Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl          | 4,330                            | 10.2%   | 102 |
| Will Pay More for Environ Safe Products: 4-Agr Cmpl          | 3,903                            | 9.2%    | 84  |
| Buy Based on Price Not Brands: 4-Agr Cmpl                    | 11,649                           | 27.5%   | 101 |
| Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl             | 1,203                            | 2.8%    | 72  |
| Reading (Adults)                                             |                                  |         |     |
| Bought Digital Book Last 12 Mo                               | 7,700                            | 18.2%   | 102 |
| Bought Hardcover Book Last 12 Mo                             | 11,606                           | 27.4%   | 106 |
| Bought Paperback Book Last 12 Mo                             | 14,662                           | 34.6%   | 102 |
| Read Daily Newspaper (Paper Version)                         | 3,086                            | 7.3%    | 104 |
| Read Digital Newspaper Last 30 Days                          | 21,237                           | 50.1%   | 92  |
| Read Magazine (Paper or Electronic Version) Last 6 Mo        | 36,386                           | 85.8%   | 99  |

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| Product/Consumer Behavior                                | Expected Number of Adults or HHs | Percent | MPI |
|----------------------------------------------------------|----------------------------------|---------|-----|
| Restaurants (Adults)                                     |                                  |         |     |
| Went to Family Restaurant/Steak House Last 6 Mo          | 32,173                           | 75.9%   | 104 |
| Went to Family Restrnt/SteakHse 4+ Times Last 30 Days    | 10,946                           | 25.8%   | 106 |
| Went to Fast Food or Drive-In Restaurant Last 6 Mo       | 39,315                           | 92.7%   | 102 |
| Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days | 16,740                           | 39.5%   | 99  |
| Ordered Eat-In Fast Food Last 6 Mo                       | 14,927                           | 35.2%   | 106 |
| Ordered Home Delivery Fast Food Last 6 Mo                | 4,443                            | 10.5%   | 85  |
| Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo | 22,797                           | 53.8%   | 110 |
| Ordered Take-Out/Walk-In Fast Food Last 6 Mo             | 9,435                            | 22.3%   | 97  |
| Television & Electronics (Adults/Households)             |                                  |         |     |
| Own Tablet                                               | 24,211                           | 57.1%   | 101 |
| Own E-Reader                                             | 7,229                            | 17.1%   | 104 |
| Own E-Reader or Tablet: Apple iPad                       | 15,700                           | 37.0%   | 102 |
| HH Owns Internet Connectable TV                          | 9,568                            | 45.0%   | 109 |
| Own Portable MP3 Player                                  | 3,674                            | 8.7%    | 113 |
| HH Owns 1 TV                                             | 3,428                            | 16.1%   | 82  |
| HH Owns 2 TVs                                            | 5,698                            | 26.8%   | 96  |
| HH Owns 3 TVs                                            | 4,984                            | 23.4%   | 107 |
| HH Owns 4+ TVs                                           | 5,747                            | 27.0%   | 123 |
| HH Subscribes to Cable TV                                | 5,863                            | 27.6%   | 97  |
| HH Subscribes to Fiber Optic TV                          | 555                              | 2.6%    | 81  |
| HH Owns Portable GPS Device                              | 4,207                            | 19.8%   | 119 |
| HH Purchased Video Game System Last 12 Mo                | 1,114                            | 5.2%    | 74  |
| HH Owns Internet Video Device for TV                     | 12,055                           | 56.7%   | 108 |


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| Product/Consumer Behavior                              | Expected Number of Adults or HHs | Percent | MPI |
|--------------------------------------------------------|----------------------------------|---------|-----|
| Travel (Adults)                                        |                                  |         |     |
| Took Domestic Trip in Continental U.S. Last 12 Mo      | 28,039                           | 66.1%   | 107 |
| Took 3+ Domestic Non-Business Trips Last 12 Mo         | 8,542                            | 20.1%   | 110 |
| Spent \$1-999 on Domestic Vacations Last 12 Mo         | 4,852                            | 11.4%   | 104 |
| Spent \$1K-1499 on Domestic Vacations Last 12 Mo       | 3,075                            | 7.3%    | 105 |
| Spent \$1500-1999 on Domestic Vacations Last 12 Mo     | 2,201                            | 5.2%    | 109 |
| Spent \$2K-2999 on Domestic Vacations Last 12 Mo       | 2,899                            | 6.8%    | 122 |
| Spent \$3K+ on Domestic Vacations Last 12 Mo           | 5,912                            | 13.9%   | 117 |
| Used Internet Travel Site for Domestic Trip Last 12 Mo | 2,651                            | 6.3%    | 97  |
| Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs    | 11,813                           | 27.9%   | 91  |
| Took 3+ Foreign Trips by Plane Last 3 Yrs              | 1,951                            | 4.6%    | 83  |
| Spent \$1-999 on Foreign Vacations Last 12 Mo          | 1,731                            | 4.1%    | 96  |
| Spent \$1K-2999 on Foreign Vacations Last 12 Mo        | 1,497                            | 3.5%    | 82  |
| Spent \$3K+ on Foreign Vacations Last 12 Mo            | 3,900                            | 9.2%    | 95  |
| Used General Travel Site: Foreign Trip Last 3 Yrs      | 1,914                            | 4.5%    | 84  |
| Spent Night at Hotel or Motel Last 12 Mo               | 24,751                           | 58.4%   | 107 |
| Took Cruise of More Than One Day Last 3 Yrs            | 3,786                            | 8.9%    | 101 |
| Member of Frequent Flyer Program                       | 11,774                           | 27.8%   | 101 |
| Member of Hotel Rewards Program                        | 13,768                           | 32.5%   | 110 |

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# Retail Market Potential


Weeping Water, Nebraska



Drive time band: 30 - 60 minute radius


| Demographic Summary                        |                                  | 2025      | 2030      |
|--------------------------------------------|----------------------------------|-----------|-----------|
| Population                                 |                                  | 1,283,881 | 1,319,857 |
| Population 18+                             |                                  | 979,158   | 1,020,881 |
| Households                                 |                                  | 508,771   | 527,832   |
| Median Household Income                    |                                  | \$81,758  | \$92,878  |
|                                            |                                  |           |           |
| Product/Consumer Behavior                  | Expected Number of Adults or HHs | Percent   | MPI       |
| Apparel (Adults)                           |                                  |           |           |
| Bought Men’s Clothing Last 12 Mo           | 627,800                          | 64.1%     | 101       |
| Bought Women’s Clothing Last 12 Mo         | 512,994                          | 52.4%     | 100       |
| Bought Shoes Last 12 Mo                    | 747,423                          | 76.3%     | 101       |
| Bought Fine Jewelry Last 12 Mo             | 213,247                          | 21.8%     | 99        |
| Bought Watch Last 12 Mo                    | 123,665                          | 12.6%     | 98        |
|                                            |                                  |           |           |
| Automobiles (Households)                   |                                  |           |           |
| HH Owns or Leases 1+ Vehicles              | 463,715                          | 91.1%     | 102       |
| HH Bought or Leased New Vehicle Last 12 Mo | 44,127                           | 8.7%      | 102       |
|                                            |                                  |           |           |
| Automotive Aftermarket (Adults)            |                                  |           |           |
| Bought Gasoline Last 6 Mo                  | 890,147                          | 90.9%     | 102       |
| Bought or Changed Motor Oil Last 12 Mo     | 541,261                          | 55.3%     | 102       |
| Had Vehicle Tune-Up Last 12 Mo             | 223,805                          | 22.9%     | 99        |
|                                            |                                  |           |           |
| Beverages (Adults)                         |                                  |           |           |
| Drank Non-Diet (Regular) Cola Last 6 Mo    | 378,248                          | 38.6%     | 101       |
| Drank Beer or Ale Last 6 Mo                | 368,157                          | 37.6%     | 101       |

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| Product/Consumer Behavior                         | Expected Number of Adults or HHs | Percent | MPI |
|---------------------------------------------------|----------------------------------|---------|-----|
| Cameras (Adults)                                  |                                  |         |     |
| Own Digital Point and Shoot Camera Last Camcorder | 83,511                           | 8.5%    | 100 |
| Own Digital SLR Camera or Camcorder               | 95,902                           | 9.8%    | 101 |
| Printed Digital Photos Last 12 Mo                 | 252,398                          | 25.8%   | 103 |
| Cell Phones (Adults/Households)                   |                                  |         |     |
| Bought Cell Phone Last 12 Mo                      | 341,255                          | 34.9%   | 101 |
| Have a Smartphone                                 | 927,294                          | 94.7%   | 101 |
| Have Android Phone (Any Brand) Smartphone         | 369,566                          | 37.7%   | 101 |
| Have Apple iPhone Smartphone                      | 578,421                          | 59.1%   | 101 |
| HH Owns 1 Cell Phone                              | 154,342                          | 30.3%   | 101 |
| HH Owns 2 Cell Phones                             | 196,438                          | 38.6%   | 100 |
| HH Owns 3+ Cell Phones                            | 146,583                          | 28.8%   | 100 |
| HH Has Cell Phone Only (No Landline Telephone)    | 397,849                          | 78.2%   | 104 |
| Computers (Households)                            |                                  |         |     |
| HH Owns Computer                                  | 426,943                          | 83.9%   | 101 |
| HH Owns Desktop Computer                          | 190,830                          | 37.5%   | 101 |
| HH Owns Laptop or Notebook                        | 355,479                          | 69.9%   | 102 |
| HH Owns Apple or Mac Brand Computer               | 123,608                          | 24.3%   | 97  |
| HH Owns PC or Non-Apple Brand Computer            | 360,849                          | 70.9%   | 102 |
| HH Purchased Most Recent Home Computer at Store   | 181,196                          | 35.6%   | 102 |
| HH Purchased Most Recent Home Computer Online     | 140,631                          | 27.6%   | 102 |
| HH Spent \$1-499 on Most Recent Home Computer     | 67,681                           | 13.3%   | 103 |
| HH Spent \$500-999 on Most Recent Home Computer   | 94,192                           | 18.5%   | 105 |
| HH Spent \$1K-1499 on Most Recent Home Computer   | 57,512                           | 11.3%   | 102 |
| HH Spent \$1500-1999 on Most Recent Home Computer | 20,064                           | 3.9%    | 97  |
| HH Spent \$2000+ on Most Recent Home Computer     | 32,727                           | 6.4%    | 102 |

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| Product/Consumer Behavior                              | Expected Number of Adults or HHs | Percent | MPI |
|--------------------------------------------------------|----------------------------------|---------|-----|
| Convenience Stores (Adults)                            |                                  |         |     |
| Shopped at Convenience Store Last 6 Mo                 | 667,663                          | 68.2%   | 103 |
| Bought Brewed Coffee at Convenience Store Last 30 Days | 124,520                          | 12.7%   | 101 |
| Bought Cigarettes at Convenience Store Last 30 Days    | 58,041                           | 5.9%    | 104 |
| Bought Gas at Convenience Store Last 30 Days           | 429,855                          | 43.9%   | 107 |
| Spent \$1-19 at Convenience Store Last 30 Days         | 63,665                           | 6.5%    | 103 |
| Spent \$20-39 at Convenience Store Last 30 Days        | 81,284                           | 8.3%    | 103 |
| Spent \$40-50 at Convenience Store Last 30 Days        | 62,891                           | 6.4%    | 102 |
| Spent \$51-99 at Convenience Store Last 30 Days        | 56,011                           | 5.7%    | 107 |
| Spent \$100+ at Convenience Store Last 30 Days         | 253,695                          | 25.9%   | 105 |
| Entertainment (Adults)                                 |                                  |         |     |
| Attended Movie Last 6 Mo                               | 530,818                          | 54.2%   | 102 |
| Went to Live Theater Last 12 Mo                        | 117,143                          | 12.0%   | 103 |
| Went to Bar or Night Club Last 12 Mo                   | 198,606                          | 20.3%   | 105 |
| Dined Out Last 12 Mo                                   | 554,991                          | 56.7%   | 101 |
| Gambled at Casino Last 12 Mo                           | 124,613                          | 12.7%   | 99  |
| Visited Theme Park Last 12 Mo                          | 181,824                          | 18.6%   | 98  |
| Viewed Movie (Video-on-Demand) Last 30 Days            | 77,136                           | 7.9%    | 96  |
| Viewed TV Show (Video-on-Demand) Last 30 Days          | 51,726                           | 5.3%    | 96  |
| Used Internet to Download Movie Last 30 Days           | 68,247                           | 7.0%    | 103 |
| Downloaded Individual Song Last 6 Mo                   | 177,835                          | 18.2%   | 100 |
| Used Internet to Watch Movie Last 30 Days              | 355,120                          | 36.3%   | 103 |
| Used Internet to Watch TV Program Last 30 Days         | 231,139                          | 23.6%   | 104 |
| Played (Console) Video or Electronic Game Last 12 Mo   | 138,042                          | 14.1%   | 110 |
| Played (Portable) Video or Electronic Game Last 12 Mo  | 75,805                           | 7.7%    | 106 |

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| Product/Consumer Behavior                           | Expected Number of Adults or HHs | Percent | MPI |
|-----------------------------------------------------|----------------------------------|---------|-----|
| Financial (Adults)                                  |                                  |         |     |
| Have 1st Home Mortgage                              | 364,798                          | 37.3%   | 106 |
| Used ATM or Cash Machine Last 12 Mo                 | 592,863                          | 60.5%   | 100 |
| Own Any Stock                                       | 131,676                          | 13.4%   | 98  |
| Own U.S. Savings Bonds                              | 75,174                           | 7.7%    | 102 |
| Own Shares in Mutual Fund (Stocks)                  | 114,753                          | 11.7%   | 97  |
| Own Shares in Mutual Fund (Bonds)                   | 74,660                           | 7.6%    | 100 |
| Have Interest Checking Account                      | 372,550                          | 38.0%   | 101 |
| Have Non-Interest Checking Account                  | 359,281                          | 36.7%   | 101 |
| Have Savings Account                                | 714,976                          | 73.0%   | 102 |
| Have 401(k) Retirement Savings Plan                 | 250,909                          | 25.6%   | 106 |
| Own or Used Any Credit or Debit Card Last 12 Mo     | 905,045                          | 92.4%   | 100 |
| Avg \$1-110 Monthly Credit Card Expenditures        | 193,910                          | 19.8%   | 101 |
| Avg \$111-225 Monthly Credit Card Expenditures      | 118,276                          | 12.1%   | 98  |
| Avg \$226-450 Monthly Credit Card Expenditures      | 82,091                           | 8.4%    | 100 |
| Avg \$451-700 Monthly Credit Card Expenditures      | 86,404                           | 8.8%    | 101 |
| Avg \$701-1000 Monthly Credit Card Expenditures     | 76,308                           | 7.8%    | 100 |
| Avg \$1001-2000 Monthly Credit Card Expenditures    | 111,407                          | 11.4%   | 99  |
| Avg \$2001+ Monthly Credit Card Expenditures        | 126,237                          | 12.9%   | 96  |
| Did Online Banking Last 12 Mo                       | 555,718                          | 56.8%   | 102 |
| Did Mobile Device Banking Last 12 Mo                | 494,423                          | 50.5%   | 103 |
| Grocery (Adults)                                    |                                  |         |     |
| HH Used Bread Last 6 Mo                             | 479,189                          | 94.2%   | 100 |
| HH Used Chicken (Fresh or Frozen) Last 6 Mo         | 389,704                          | 76.6%   | 100 |
| HH Used Turkey (Fresh or Frozen) Last 6 Mo          | 103,019                          | 20.3%   | 101 |
| HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo | 287,038                          | 56.4%   | 99  |
| HH Used Fresh Fruit or Vegetables Last 6 Mo         | 459,116                          | 90.2%   | 100 |
| HH Used Fresh Milk Last 6 Mo                        | 417,287                          | 82.0%   | 100 |
| HH Used Organic Food Last 6 Mo                      | 121,862                          | 23.9%   | 96  |


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| Product/Consumer Behavior                                      | Expected Number of Adults or HHs | Percent | MPI |
|----------------------------------------------------------------|----------------------------------|---------|-----|
| Health (Adults)                                                |                                  |         |     |
| Exercise at Home 2+ Times Per Week                             | 452,118                          | 46.2%   | 101 |
| Exercise at Club 2+ Times Per Week                             | 131,920                          | 13.5%   | 101 |
| Visited Doctor Last 12 Mo                                      | 780,302                          | 79.7%   | 100 |
| Used Vitamins or Dietary Supplements Last 6 Mo                 | 631,356                          | 64.5%   | 99  |
| Home (Households)                                              |                                  |         |     |
| HH Did Home Improvement Last 12 Mo                             | 174,984                          | 34.4%   | 101 |
| HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo  | 175,958                          | 34.6%   | 102 |
| HH Purchased Low Ticket HH Furnishing Last 12 Mo               | 112,392                          | 22.1%   | 105 |
| HH Purchased Big Ticket HH Furnishing Last 12 Mo               | 128,743                          | 25.3%   | 106 |
| HH Bought Small Kitchen Appliance Last 12 Mo                   | 119,332                          | 23.4%   | 103 |
| HH Purchased Large Appliance/12 Mo                             | 93,880                           | 18.4%   | 103 |
| Insurance (Adults/Households)                                  |                                  |         |     |
| Currently Carry Life Insurance                                 | 513,489                          | 52.4%   | 104 |
| Personally Carry Any Medical or Hospital or Accident Insurance | 833,033                          | 85.1%   | 100 |
| Homeowner Carries Insurance on Home/Personal Property          | 586,647                          | 59.9%   | 102 |
| Renter Carries Insurance on Home/Personal Property             | 139,797                          | 14.3%   | 107 |
| HH Has 1 Vehicle Covered with Auto Insurance                   | 168,227                          | 33.1%   | 102 |
| HH Has 2 Vehicles Covered with Auto Insurance                  | 162,793                          | 32.0%   | 104 |
| HH Has 3+ Vehicles Covered with Auto Insurance                 | 125,805                          | 24.7%   | 97  |

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| Product/Consumer Behavior                                    | Expected Number of Adults or HHs | Percent | MPI |
|--------------------------------------------------------------|----------------------------------|---------|-----|
| Pets (Households)                                            |                                  |         |     |
| HH Owns Any Pet                                              | 265,333                          | 52.1%   | 101 |
| HH Owns 1+ Cats                                              | 122,642                          | 24.1%   | 100 |
| HH Owns 1+ Dogs                                              | 194,324                          | 38.2%   | 100 |
| Psychographics (Adults)                                      |                                  |         |     |
| Represents adults who "completely agree" with the statement: |                                  |         |     |
| Am Interested in How to Help Environment: 4-Agr Cmpl         | 152,549                          | 15.6%   | 97  |
| Buying American Is Important: 4-Agr Cmpl                     | 265,314                          | 27.1%   | 99  |
| Buy Based on Quality Not Price: 4-Agr Cmpl                   | 137,367                          | 14.0%   | 99  |
| Buy on Credit Rather Than Wait: 4-Agr Cmpl                   | 117,491                          | 12.0%   | 98  |
| Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl          | 94,510                           | 9.7%    | 97  |
| Will Pay More for Environ Safe Products: 4-Agr Cmpl          | 104,566                          | 10.7%   | 98  |
| Buy Based on Price Not Brands: 4-Agr Cmpl                    | 270,566                          | 27.6%   | 101 |
| Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl             | 39,078                           | 4.0%    | 101 |
| Reading (Adults)                                             |                                  |         |     |
| Bought Digital Book Last 12 Mo                               | 176,497                          | 18.0%   | 102 |
| Bought Hardcover Book Last 12 Mo                             | 258,746                          | 26.4%   | 102 |
| Bought Paperback Book Last 12 Mo                             | 337,030                          | 34.4%   | 102 |
| Read Daily Newspaper (Paper Version)                         | 61,445                           | 6.3%    | 90  |
| Read Digital Newspaper Last 30 Days                          | 536,050                          | 54.8%   | 100 |
| Read Magazine (Paper or Electronic Version) Last 6 Mo        | 852,340                          | 87.0%   | 100 |

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| Product/Consumer Behavior                                | Expected Number of Adults or HHs | Percent | MPI |
|----------------------------------------------------------|----------------------------------|---------|-----|
| Restaurants (Adults)                                     |                                  |         |     |
| Went to Family Restaurant/Steak House Last 6 Mo          | 727,796                          | 74.3%   | 102 |
| Went to Family Restrnt/SteakHse 4+ Times Last 30 Days    | 245,879                          | 25.1%   | 103 |
| Went to Fast Food or Drive-In Restaurant Last 6 Mo       | 902,675                          | 92.2%   | 101 |
| Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days | 401,276                          | 41.0%   | 103 |
| Ordered Eat-In Fast Food Last 6 Mo                       | 327,527                          | 33.5%   | 101 |
| Ordered Home Delivery Fast Food Last 6 Mo                | 123,907                          | 12.7%   | 103 |
| Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo | 503,456                          | 51.4%   | 105 |
| Ordered Take-Out/Walk-In Fast Food Last 6 Mo             | 223,228                          | 22.8%   | 100 |
| Television & Electronics (Adults/Households)             |                                  |         |     |
| Own Tablet                                               | 548,563                          | 56.0%   | 100 |
| Own E-Reader                                             | 163,066                          | 16.6%   | 102 |
| Own E-Reader or Tablet: Apple iPad                       | 352,895                          | 36.0%   | 99  |
| HH Owns Internet Connectable TV                          | 216,214                          | 42.5%   | 103 |
| Own Portable MP3 Player                                  | 77,665                           | 7.9%    | 103 |
| HH Owns 1 TV                                             | 97,050                           | 19.1%   | 97  |
| HH Owns 2 TVs                                            | 141,267                          | 27.8%   | 100 |
| HH Owns 3 TVs                                            | 111,847                          | 22.0%   | 100 |
| HH Owns 4+ TVs                                           | 117,014                          | 23.0%   | 105 |
| HH Subscribes to Cable TV                                | 139,081                          | 27.3%   | 97  |
| HH Subscribes to Fiber Optic TV                          | 15,584                           | 3.1%    | 95  |
| HH Owns Portable GPS Device                              | 84,680                           | 16.6%   | 100 |
| HH Purchased Video Game System Last 12 Mo                | 32,208                           | 6.3%    | 90  |
| HH Owns Internet Video Device for TV                     | 277,178                          | 54.5%   | 104 |


**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

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| Product/Consumer Behavior                              | Expected Number of Adults or HHs | Percent | MPI |
|--------------------------------------------------------|----------------------------------|---------|-----|
| Travel (Adults)                                        |                                  |         |     |
| Took Domestic Trip in Continental U.S. Last 12 Mo      | 615,577                          | 62.9%   | 102 |
| Took 3+ Domestic Non-Business Trips Last 12 Mo         | 180,130                          | 18.4%   | 101 |
| Spent \$1-999 on Domestic Vacations Last 12 Mo         | 112,432                          | 11.5%   | 104 |
| Spent \$1K-1499 on Domestic Vacations Last 12 Mo       | 68,361                           | 7.0%    | 101 |
| Spent \$1500-1999 on Domestic Vacations Last 12 Mo     | 46,788                           | 4.8%    | 100 |
| Spent \$2K-2999 on Domestic Vacations Last 12 Mo       | 56,009                           | 5.7%    | 102 |
| Spent \$3K+ on Domestic Vacations Last 12 Mo           | 118,203                          | 12.1%   | 101 |
| Used Internet Travel Site for Domestic Trip Last 12 Mo | 60,998                           | 6.2%    | 97  |
| Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs    | 283,658                          | 29.0%   | 95  |
| Took 3+ Foreign Trips by Plane Last 3 Yrs              | 49,037                           | 5.0%    | 90  |
| Spent \$1-999 on Foreign Vacations Last 12 Mo          | 39,606                           | 4.0%    | 95  |
| Spent \$1K-2999 on Foreign Vacations Last 12 Mo        | 39,912                           | 4.1%    | 95  |
| Spent \$3K+ on Foreign Vacations Last 12 Mo            | 89,190                           | 9.1%    | 94  |
| Used General Travel Site: Foreign Trip Last 3 Yrs      | 47,177                           | 4.8%    | 90  |
| Spent Night at Hotel or Motel Last 12 Mo               | 543,910                          | 55.5%   | 102 |
| Took Cruise of More Than One Day Last 3 Yrs            | 86,903                           | 8.9%    | 101 |
| Member of Frequent Flyer Program                       | 266,231                          | 27.2%   | 99  |
| Member of Hotel Rewards Program                        | 292,423                          | 29.9%   | 102 |

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