



Gilfert Building
200 W Eldora Ave. Weeping Water, Nebraska

Table of Contents

GENERAL INFORMATION

- 3 Project Purpose
- 4 General Community Information

BUILDING INFORMATION

- 6 General Building Information
- 7 Building History
- 11 Building Survey

DESIGN ASSISTANCE FORM

- 14 Design Assistance Form Evaluation and Information

ECONOMIC INFORMATION

- 34 Community Census Data
- 35 ZIP Code ESRI Data
- 36 ESRI Business Analyst Data

SUMMARY

- 39 Summary
- 39 Action Steps

RESOURCES

- 41 Organizations
- 42 Design
- 45 Economic Vitality
- 46 Promotion & Organization

FUNDING

- 48 Organizations & Businesses
- 49 Grants & Programs

APPENDIX

- 51 A. Building Images
- 56 B. Assessor Reports
- 61 C. ESRI Reports

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.

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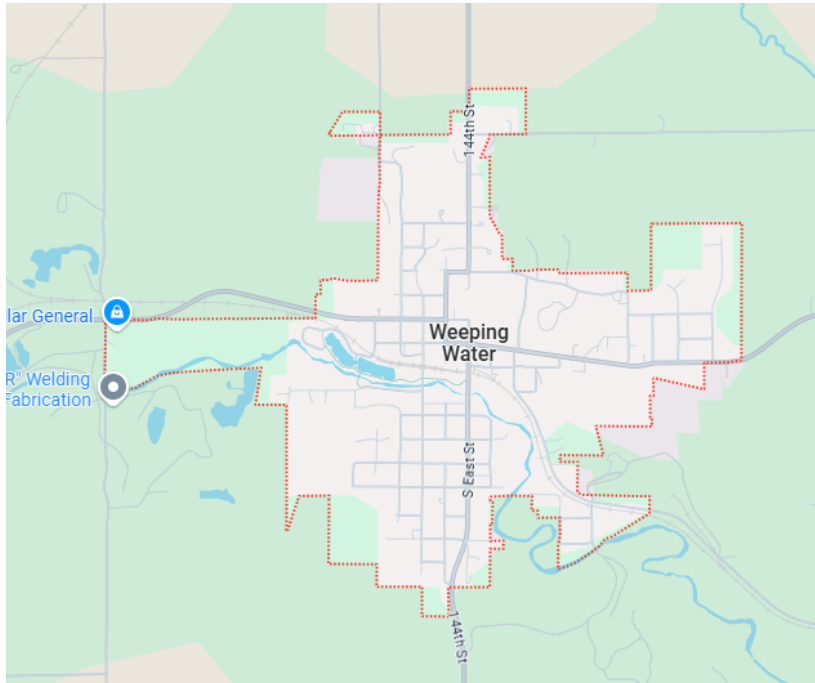


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news-events/2025-hpep/](https://nebraskamainstreet.org/news-events/2025-hpep/)

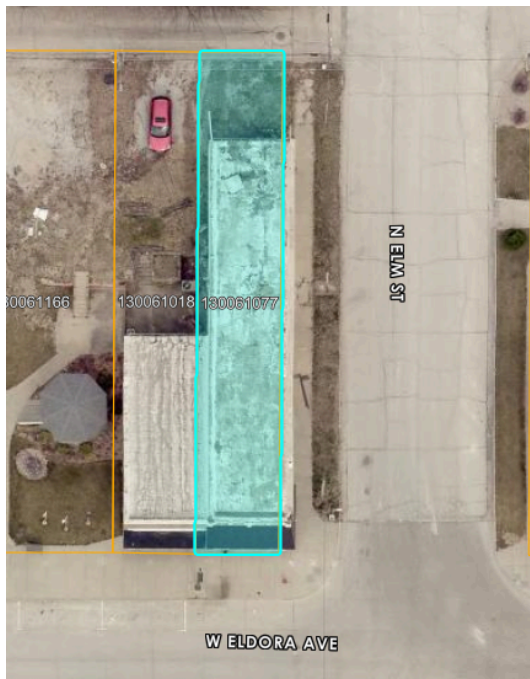


General Information

WEeping WATER (FROM GOOGLE MAPS)



BUILDING SITE (FROM CASS COUNTY GIS)



The rainfall for the year 1905 for Cass county as given by the bureau at Lincoln was 35.64 inches. The normal rainfall is 28 inches.

Found—On the south side near the Meannonite church, a lady's large black veil. Owner can have same by paying for this notice at this office.

Frank Warner, of Syracuse, formerly in the hardware business here, was shaking hands for a few minutes with friends at the depot Thursday evening.

Mr and Mrs. E. W. Marshall are rejoicing over the arrival of a ten pound boy at their home, born Sunday, February 4, 1906. Reported by Dr. Rickard.

The shooting gallery at the armory is being fitted up in the basement, and all who are interested in rifle shooting are invited to drop anytime during the evening.

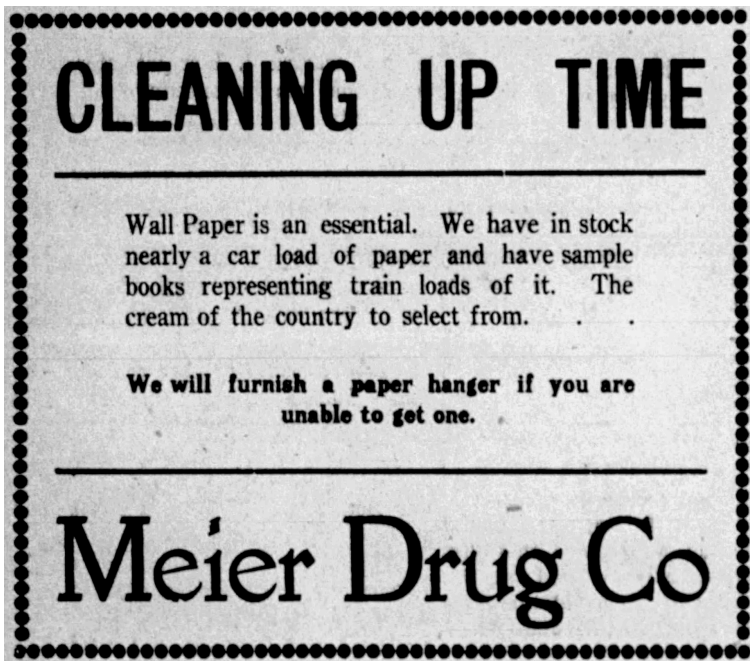
Mrs. Chas. Poore and son returned to their home at Omaha Saturday, after visiting here a few days with her parents, Mr. and Mrs. J. H. Davis. Mr. Davis accompanied her home and visited until Monday.

Mrs. C. J. Hammer, who has been visiting with her son Ezra in Lincoln for a couple of months, returned home Saturday. Her daughter Edna, and Miss Lizzie Reed went up Friday evening and returned with her.

Building Information

Community: Weeping Water
Building Name: "Gilfert Building"
Parcel ID: 130061018
Site Address: 200 W Eldora Ave. Weeping Water, NE 68463
Owner Name: Timron Gilfert
Owner Address: 601 E Eldora Ave Weeping Water, NE 68463
Tax District Code: 20
Zoning: NA
Overlays: NA
Future Land Use: _____
Flood Zones: Area of minimal flood hazard
Construction Date: 1875
Latest Remodel: N/A
National Register: Y ☐ N ☐
Date Listed: NA
Architectural Style: _____
Construction Material: Brick
Value Year: 2024
Building Value: \$131,130
Land Value: \$4,356
Total Value: \$ 135,486
Lot Size: 2,904 sq ft
Vacant Square Footage: 4,400 sq. Ft.
Occupied Square Footage: 1,533 Sq. Ft.
Usable Square Footage: Unknown based on damage
Total Square Footage: 6,488
Total Floors: 3
Current Use(s): Workshop/Storage
Previous Use(s): N/A
Previous Use Date: N/A

Building History



Weeping_Water_Republican_1914_04_16_6

Historical Information sourced from the Weeping Water Historical Society.

On the main floor:

1872- M.E. Woods Hardware was the first business in the building. It became Woods & Fleming Hardware, then Woods Bros. Hardware.

1886- C.A. Webster Jewellery

1887-1898- A series of hardware stores by various owners.

1898- Grocery Store, Furniture and Dry Goods

1901-1905- Drug Stores and Pharmacy

1905- Armory for the National Guard

1909- Music Store

1909- Philpot Garage

1912- Meier Drug

1936- Jewelry Store and Drug Store.

1946-1992- Drug Stores by various owners.

Building History

Basement

1888- C. Ralston, Barber

1889- A.B. Campbell, Barber

1893-1898- Kennedy Tin Shop

1899-1900- T.R. Boone Carpet Weaving

1906- Shooting Gallery

Second Floor

1885-1890- YMCA

1886-1887- Miss Wygant's Studio

1886-1889- Dr. B.F.Lang Homeopathist

1887-1889- S.D. Fitchie Real Estate

1891- A.M. Timblen, Attorney

1897-1889- Harvey & Wood Art Studio

1899- Ragan & Boone Dressmaking

1902-1903- Dr. DC.A. Oaks

Building History

1903-1905- Dr. J.R. Davis, Dentist

1906- Dr. C.V. Percival, Dentist

1913- Dr. Fred Reed

1913-1918- Dr. Ahrends, Dentist

1916- Dr. Susanna Schallenberg (Osteo.)

1918- Dr. F.P. Reed

1918-1923- John Colbert- Real Estate

1918-1941- Dr. M.U. Thomas, Phys.

1918-1946- Dr. A.O. Specht, Dentist

1921- E.B. Taylor, Insurance

1940- John Bottorf, Attorney

1941-1943- Dr. Charles Pease, Phys.



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NEW EDISON**

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MEIER DRUG CO.
Weeping Water, Neb.

Survey

Goals and Ideas for Improvements

The primary goal for the structure is to restore the apartments on the upper floor and convert the ground level into a multi-use museum, workshop, and retail space. The upper floor would accommodate three, one-bedroom apartments with a communal laundry room. However, significant repairs are required before redevelopment can begin, particularly due to severe water damage in the northern third of the building. This resource packet is designed to highlight financial resources available to support both the restoration and necessary repairs.

Previous Remodels & Funding

Any previous repairs and improvements have been funded by the owner. This includes adding lighting and stripping lead paint from the ceiling.

Specific Concerns with Redevelopment

The primary concern with development has been the severe water damage. Efforts to repair the floor, ceiling, walls, etc. will be very costly. Additionally, repairing the brick will prove to be costly as the building is made from Weeping Water pressed brick, which has a shorter lifespan than kiln-fired brick.

Vacancy Description

Currently, the upper floor and basement are completely vacant and have been with the exception of one unit. One of the upstairs apartments is usable and has been used recently; however, it does not have an air conditioning unit. The ground floor is being used as a workshop and storage space.

Notable Damage

As stated, the water damage is significant. Additional efforts would include stripping lead paint from the ceilings and repairing brick.

Survey

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

Condition	5	4	3	2	1	N A	Concerns with Remodeling/Other Notes
Interior Walls & Ceilings				X			The ground floor will need repairs in the northern third. One of the three apartments is finished, the rest are studs.
Flooring					X		Flooring will need to be added or replaced. The section impacted by water will need a complete demo and repair.
Lighting			X				There are lighting fixtures in place as well as abundant natural light. Fixtures will likely need updated.
Stairwells/ Hallways/ Elevators				X			There is access to the apartment from the East. However, there is no fire escape. The building does not have an elevator for wheelchair users.
Plumbing			X				There is plumbing to the finished apartment. The other two will need to be addressed.
Electrical			X				There is electricity in the upstairs, but it will need to be addressed in the unfinished apartments.
HVAC				X			There is heat, but no Air Conditioning on the second floor.
Fire Safety Systems						X	No sprinkler systems.
Internet Infrastructure	X						The building has great internet.

Survey

Expanding on Condition Evaluation

The condition evaluation is based primarily on the condition of the unfinished apartments. The apartment on the south end of the building is complete except for having no air conditioning.

Remediating water damage in the northern third of the building will likely be the first step to addressing any of the conditions above.

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

This is the only remaining building in Weeping Water constructed from locally pressed brick and has served a wide variety of purposes over the years, including use as a hardware store, grocery store, furniture maker, pharmacy, drug store, armory for the National Guard, music store, jewelry repair store (main floor). shooting range, barber (basement), and a variety of offices on the second floor.



Design Education Service

NEBRASKA MAIN STREET NETWORK

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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



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

Storefront

Canopy

Windows

Cornice

Exterior

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| 200 W ELDORA | WEEPING WATER



BUILDING INFORMATION

Evaluation Team: Aly Ramage, Nebraska Main Street (Executive Director), Melissa Dirr-Gengler (HRG, Inc. & Board Secretary)

Evaluation Date: June 26, 2025

Building Name: "Gilfert Building"

Building Address/ Location: 200 W Eldora Ave. Weeping Water, NE 68463

Building Use (current): Storage/Workshop

Building Use (Historically): Drug stores, offices, etc.

Building Date of Construction/ decade: 1875

Building Style/ Period: Commercial Style

Building Materials/ Elements: Weeping Water Pressed Brick

CASE STUDY

BUILDING EVALUATION | 200 W ELDORA | WEEPING WATER

STOREFRONT

The storefront has been significantly altered with paneled infill painted red, two fixed display windows, and a slightly recessed central entrance

RECOMMENDATIONS

The storefront configuration reflects that of a historic configuration with a recessed central entry door and some transparency in the fixed display windows. Minimum effort could include repainting the storefront a color more sensitive to the rest of the building, and maintaining and painting the trim around the fixed display windows. Additional effort could involve removing the existing storefront and reframing a more historically appropriate recessed entry storefront with glass display windows.

CANOPY

The canopy is disproportionately large compared to the scale of the building. It is attached to the building just under the second story windows and presents as a projecting roof. Roof material is metal.

RECOMMENDATIONS

Roof could be re-clad with a material and color more sensitive to the building design. A lighter color and lesser slope would be appropriate. If material underneath the projecting roof bay is deteriorated it could be covered with a cementitious or stucco type material and a new fabric canopy added across the façade at an appropriate height.

WINDOWS

Existing windows are paired with detailed arched caps with either terra cotta or pressed metal details painted a contrasting reddish color compared to the neutral color of the body of the building. The windows have been reduced in height with smaller scale one-over-one windows added and infill above to meet the detailed arches.

RECOMMENDATIONS

Existing windows and infill could be removed to return to the historic height and size. New simple one-over-one units could be installed. If no work is identified trim around windows should be evaluated, maintained and repainted. Ornamental arched caps should be evaluated, retained, and repaired.

CASE STUDY

BUILDING EVALUATION | 200 W ELDORA | WEEPING WATER

CORNICE

This building has an elaborate pressed metal cornice with finials turned posts, and other elaborate detail. The cornice and window caps remain the primary architectural features of the building. The cornice is painted dark red.

RECOMMENDATIONS

The cornice condition should be evaluated and repaired where needed. Additional finials that appear to be missing could be replaced. The cornice should be repainted.

EXTERIOR

The exterior of this building has been significantly altered, though important architectural details including window caps and cornice have been retained.

RECOMMENDATIONS

A lower cost option could include an entirely new paint scheme for the building. Cornice and window details could be painted a contrast color while the façade painted a neutral color. The storefront could then be painted a mix of the accent and body colors to unify the façade.

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

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CASE STUDY

BEFORE | 200 W ELDORA | WEEPING WATER



GENERAL STATEMENT

The facade of the building has been significantly altered since originally constructed. Changes as such include the paneled, red entrance, canopy, and windows. Time has worn the painted cornice and finishes of the building.

CASE STUDY

AFTER | 200 W ELDORA | WEEPING WATER



GENERAL STATEMENT

Front entrance addition and awning removed. Upper windows resized to original. Original glass-block windows uncovered and restored. Facade painted to match existing color. Cornice repainted to match original color. No canopy added.

CASE STUDY

AFTER | 200 W ELDORA | WEEPING WATER



GENERAL STATEMENT

Front entrance addition and awning removed. Upper windows resized to original. Original glass-block windows uncovered and restored. Facade painted to match existing color. Cornice repainted to match original color. Appropriate fabric canopy added.

CASE STUDY

AFTER | 200 W ELDORA | WEEPING WATER



GENERAL STATEMENT

Front entrance addition and awning removed. Upper windows resized to original. Original glass-block windows uncovered and restored. Facade painted to match existing color. Cornice repainted to match original color. Flat canopy added.

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.

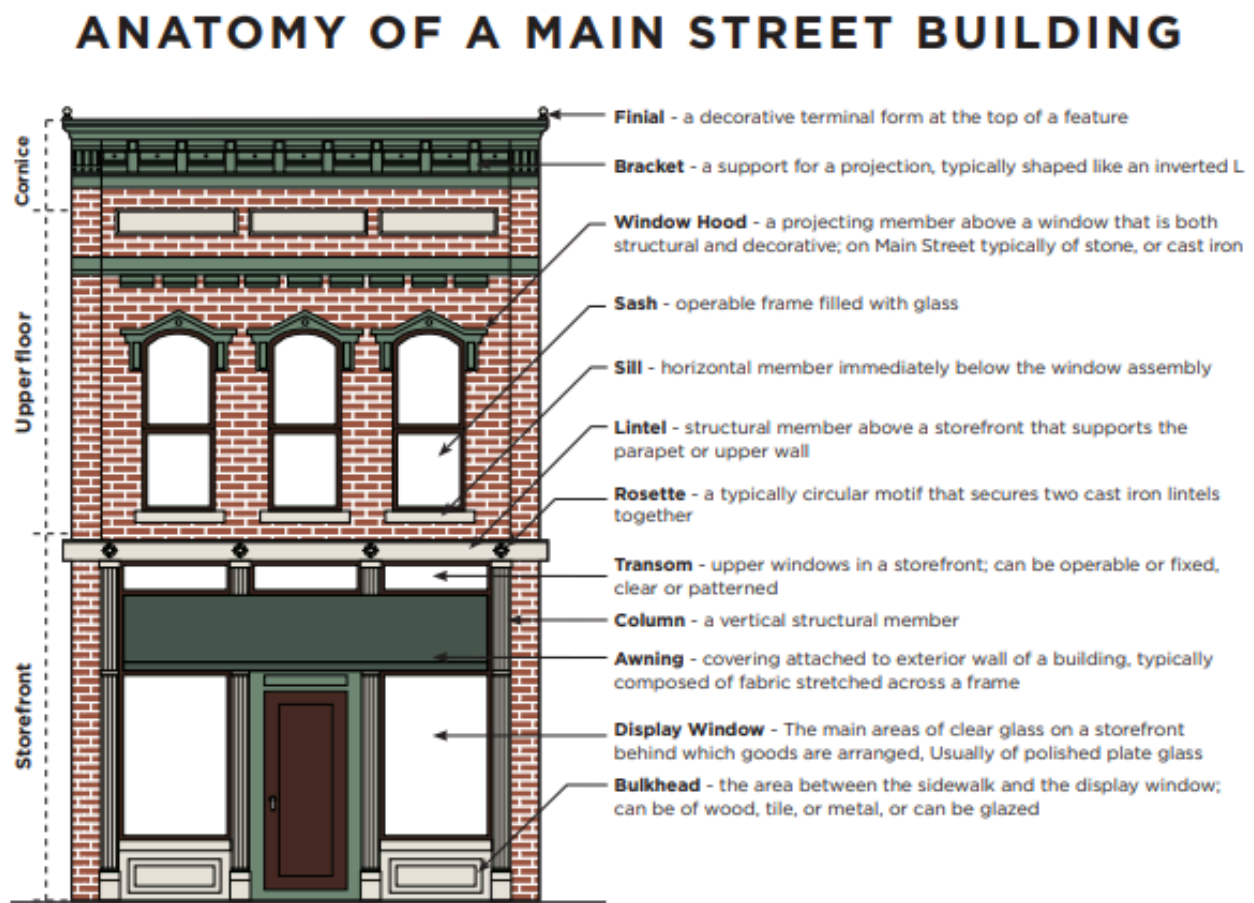
GLOSSARY OF TERMS

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.



P. S. Barnes of the Weeping Water Drug Store, has just received a full line of paints, oils, and dye stuffs. 15tf

The Wahoo Reveille's new office is to be dedicated by a dance.

A Fine line of Flannels at
5tf Fleming & Race's.

If you want anything in the tinware or hardware line call on
no 6tf Wood Bros.

Platte county claims that her fair was a grand success.

For gent's underwear go to Fleming & Race's. 15tf

Woods Bros, have sold large quantities of goods at wholesale, duplicating Chicago prices. Go there for your stoves and tinware. no 6tf

The Fremont Tribune says: "\$2 in rag money pays for this paper one year.' The subscriber would undoubtedly get considerable paper.

Poland-China Hogs For Sale

The undersigned has 20 head of pre blooded Poland-China sows for sale, which he desires to dispose of within the next twenty days. Also a lot of male pigs, of the same breed. For price &c apply at my farm, 6 miles west of Weeping Water, on the Lincoln road.

no 7 3t R. W. HYERS.

Grafton is the latest city spoken of, and it is rapidly building up—on paper at least.

If you go to Plattsmouth don't forget to go to Frank Stadter's and see his portraits in oil. If you want to make your family happy get Frank to paint your family portrait he will do it in a masterly manner, and on moderate terms. 2tf

For Boots & Shoes, Fleming & Race can not be beaten, both in price and quality. They have received a large assortment from men's boots to the daintiest slipper.

4tf

York is growing rapidly, business is good, the natives are happy and the

Weeping Water Drug Store



P. S. BARNES, Prop

Main Street, Weeping Water,

RETAIL DEALER IN

Drugs, Medicines, Chemicals
Paints, Oils, Varnish,
Glass, Putty, &c.

ALL MEDICINE

Warranted Genuine.

**COAL OIL.—150 test 'n 5
gallon cans, 20 cts a gall-
on.**

Prescriptions carefully compounded
day or night.

Census Data

Census Profile: 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

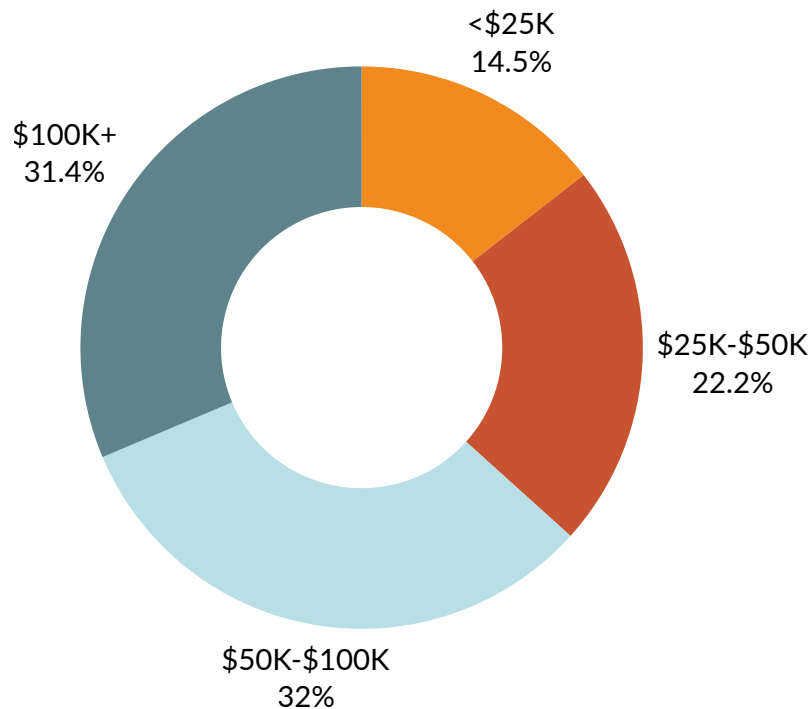
\$1,864



Entertainment

\$3,797

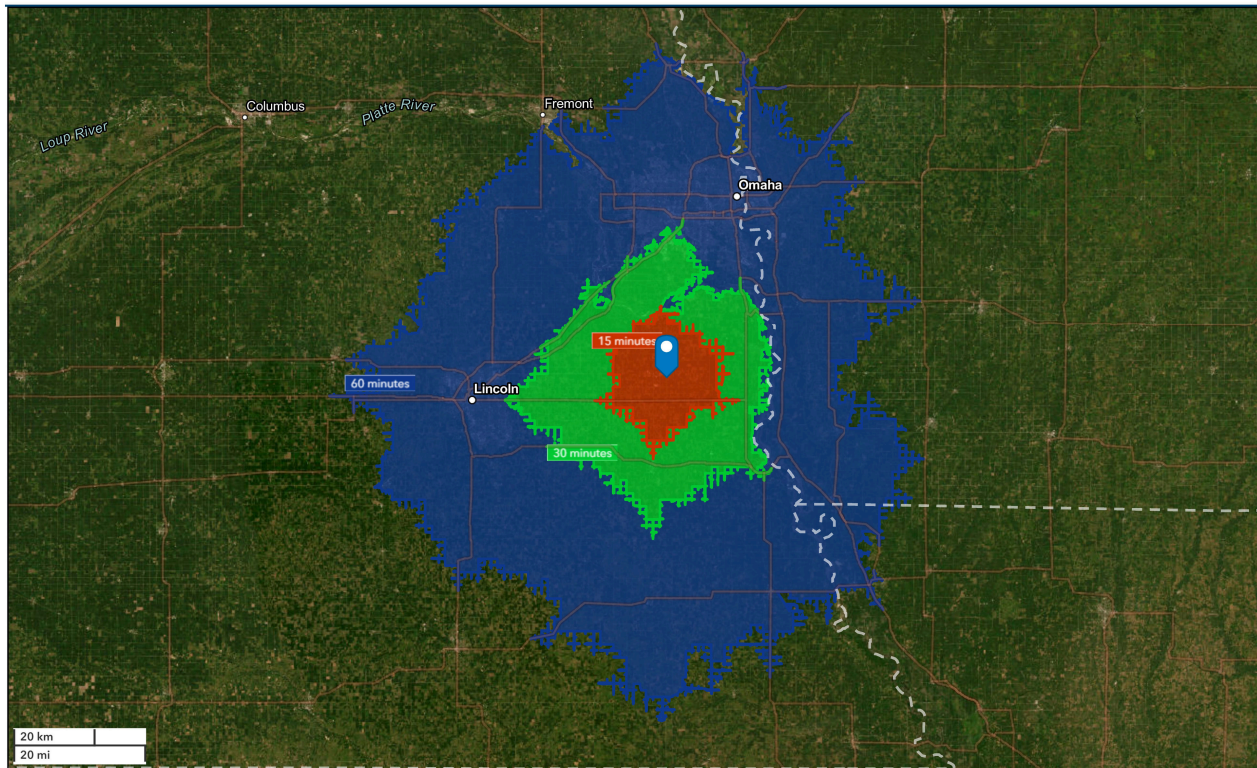
Disposable Income



ESRI Market Reports



Weeping Water Trade Area



July 31, 2025

©2025 Esri

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.

Business Temperance City Ticket.

The mass convention of the business temperance party was held Friday night at John Colbert's Real Estate office for the purpose of placing in nomination, city officers and members of the school board.

The meeting was called to order by chairman, H. D. Reed who was later made chairman for the evening.

O. V. Boone was made secretary of the meeting. A motion carried that all nominations be made by informal ballot. Mayor Gorder received the nomination for reelection on first ballot.

Results of other nominations were as follows:

Geo Olive City Clerk,

Thomas Murty treasurer,

C. E. Tefft councilman for 1st ward

John T. Crozier councilman for 2nd ward,

C. E. Butler committeeman for 1st ward,

J. W. Bullis committeeman for 2nd ward.

Nominations for members of the school board,

Mrs. F. Gorder, 3 year term

C. E. Butler, 3 year term

I. N. Hunter, 2 year term

It was moved and seconded that the committeeman be authorized to fill any vacancies that might occur.

DR. A. O. SPECHT

DENTIST

Office over Meier Drug store.

Phone 110

Weeping Water, Nebraska

Weeping_Water_Republican_1922_08_10_5

Weeping_Water_Republican_1918_03_21_1

Summary/Action Steps

Summary

The building located at 200 W Eldora holds a significant place in the community's history. Originally constructed with Weeping Water pressed brick, it now stands as the last remaining example of its kind—making its preservation all the more valuable. Over the years, it has been home to a variety of notable local businesses, consistently serving the community through changing times.

Current market trends suggest the next business may cater to young families or retirees. It may be necessary to have multiple businesses housed on the ground floor. There is also potential to convert the upper floor into residential units—whether short-term rentals like Airbnb or longer-term housing for single adults or retired couples.

To move forward, essential safety upgrades are needed, especially in the North section, which has sustained water damage. Securing grant funding is strongly recommended to begin the restoration process and ensure the building's longevity.

Action Steps

1. Conduct a structural assessment with a licensed professional, focusing on water damage in the North section, and gather cost estimates for necessary repairs.
2. Create a phased project timeline outlining key steps for restoration, development, tenant readiness, and compliance.
3. Apply for grants and financial assistance using historical significance and structural reports to support funding requests.
4. Make the necessary repairs to ensure the building is safe for occupancy.
5. Prepare the ground floor for a new business tenant, particularly for services that appeal to young families and the aging population.
6. Develop plans for upper-floor housing, exploring options for short-term rentals or long-term units for singles and retirees.
7. Preserve and promote the building's historic value, including potential historic designation and public-facing storytelling.



200 W. Eldora Ave.

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-Efficiency-Historic-Preservation)

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- Exterior



Appendix

A. Building Images- Exterior



A. Building Images- Main Floor



Appendix

A. Building Images- Main Floor



A. Building Images- Second Floor



Appendix

A. Building Images- Second Floor



A. Building Images- Main Looking to Basement



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 130061077 Owner GILFERT, TIMRON E 601 E ELDORA AVE WEEPING WATER, NE 68463				Legal WEEPING WATER - OT E1/3 LOT 8 BLK 64				Card File / Perm 130061077 Situs 200 W ELDORA AVE WEEPING WATER, NE 68463			
County Area 0		N/A		Class Code 01-03-03-01-06-01		Value		Previous		Current	
Neighborhood 158		WEEPING WATER COMM		State GEO 3477-00-0-25005-064-0034		Buildings		131,130		131,130	
Location / Group 67		COM-WEEPING WATER		Cadastral --		Improvement		0		0	
Valuation / Group 3		VG 3		Book / Page 170 / 293		Land / Lots		4,356		5,025	
District 20		WEEPING WATER CITY		Sale Date 10/18/2019		Total		135,486		136,155	
School 13-0022				Sale Amount 20,000							
						Permit No.	Type	Description	Date Open	Date Closed	Amount
						00000005	00 N/A	9~23 CK FUNCTION/CONDITION	10/06/2023		0
						00000004	00 N/A	9~21 CK CONDITION	12/20/2019	02/05/2021	0
						00000003	00 N/A	9~20 CK CONDITION	12/20/2019	01/30/2020	0
						00000002	00 N/A	1~REAPPRAISAL	03/17/2003	03/17/2003	0
						00000001	00 N/A	1~TERC ORDER	04/23/2002	04/23/2002	0
Model		Method	Description		Lot Size	Frontage	Spot Code	Cutoff	Value	Add (+/-)	Lot Value Appr ID
121 WEEPING WATER COMM		02 SqFoot	ROLLING BLACKTOP ALL		2,904.000	22.000	N	5,808	1.730	0	5,025 19658
								999,998	0.860		
Sale Date		Book	Page	Extend	Ownership History					Amount	
10/18/2019		170	293		GILFERT, TIMRON E					20,000	
02/27/2012		196	284		TAMMYS SOAP SHACK LLC					82,000	
Year	Statement	District	Building		Other	Land	Total	Exempt	Taxable	Total Tax	Penalty Tax
2024	6334	20	131,130		0	4,356	135,486	0	135,486	2,205.14	0
2023	6295	20	131,130		0	4,356	135,486	0	135,486	2,699.80	0
2022	6304	20	99,865		0	4,356	104,221	0	104,221	2,120.48	0
2021	5634	20	99,865		0	4,356	104,221	0	104,221	2,167.34	0
2020	16370	20	77,625		0	4,356	81,981	0	81,981	1,755.44	0
2019	16370	20	77,625		0	4,356	81,981	0	81,981	1,758.06	0
2018	16899	20	0		81,981	0	81,981	0	81,981	1,798.08	0
2017	16566	20	0		81,981	0	81,981	0	81,981	1,780.46	0
2016	16451	20	0		81,981	0	81,981	0	81,981	1,756.02	0

Parcel ID 130061077 (19658)
 Card File 130061077
 PAD Class Code 01-03-03-01-06-01
 State GEO 3477-00-0-25005-064-0034
 Owner
 GILFERT, TIMRON E
 601 E ELDORA AVE
 WEEPING WATER, NE 68463
 Situs
 200 W ELDORA AVE WEEPING WATER NE 68463
 Neighborhood 158 - WEEPING WATER COMM
 District 20 - WEEPING WATER CITY
 Legal
 WEEPING WATER - OT E1/3 LOT 8 BLK 64



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

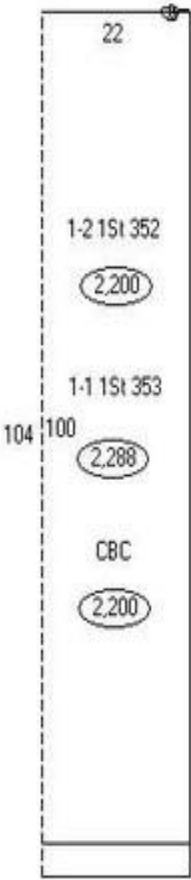
Lot Information

Lot Size ROLLING BLACKTOP ALL
 Valuation Model WEEPING WATER COMM
 Valuation Method 02 Square Ft
 Lot Value 5,025

Review Information

09/04/2020 Entered DML
 08/21/2020 Inspect DML

Parcel ID	130061077	(19658)	Legal	WEeping WATER - OT E1/3 LOT 8 BLK 64	Card File	130061077
Owner	GILFERT, TIMRON E				PAD Class Code	01-03-03-01-06-01
Situs	200 W ELDORA AVE WEEPING WATER NE 68463				State GEO	3477-00-0-25005-064-0034
Neighborhood	158 - WEEPING WATER COMM					



-- Denotes common wall

Sequence	Code	Description	Base Area	Multiplier	Total Area
1	COMM	1-1 1St 353	2,288	1.00	2,288
2	COMM	1-2 1St 352	2,200	1.00	2,200
3	COMM	CBC	0	1.00	0
Total Building Area			4,488		4,488

<div>Parcel ID130061077 Card File130061077 PAD Class Code01-03-03-01-06-01 State GEO3477-00-0-25005-064-0034 Owner GILFERT, TIMRON E 601 E ELDORA AVE WEEPING WATER, NE 68463 Situs 200 W ELDORA AVE WEEPING WATER NE 68463 Neighborhood158 - WEEPING WATER COMM District20 - WEEPING WATER CITY Legal WEEPING WATER - OT E1/3 LOT 8 BLK 64</div>	<div></div>	<div>Marshall & Swift Cost Approach Appraisal Zone315 Zone Description2,3 SM TWNS COMM Manual Date(07/2022)</div>
<div>Building Image Information Image ID0 Image Date File Name Description</div>		
<div>Building Data</div>		
<div>Building ID1 Sequence1 Occupancy 1352 - Multiple Res (Low Rise) 100 % Occupancy 2 Occupancy 3 Total Floor Area2,200 Average Perimeter244 Number of Stories1 Average Wall Height14.00 Year Built1875 Effective Age50</div>	<div>Construction ClassC - Masonry bearing walls Rank1.50 - Fair Plus 0.5 Condition3.00 - Average Exterior Wall100 % - Brick, Solid Heating/Cooling100 % - Forced Air Unit Roof Type Roof Cover</div>	<div>Basement Area0 Basement Levels0 Basement Finish Finish Code - 1 Finish Area - 10 Finish Code - 2 Finish Area - 20</div>
<div>CodeDescriptionYear In SizeUnitsDepreciation</div>		
<div>CBCCOM BSMT C UNF 13-301875 22002,20080.000%</div>		

<div>Parcel ID130061077(19658) Card File130061077 PAD Class Code01-03-03-01-06-01 State GEO3477-00-0-25005-064-0034 Owner GILFERT, TIMRON E 601 E ELDORA AVE WEEPING WATER, NE 68463 Situs 200 W ELDORA AVE WEEPING WATER NE 68463 Neighborhood158 - WEEPING WATER COMM District20 - WEEPING WATER CITY Legal WEEPING WATER - OT E1/3 LOT 8 BLK 64</div>		<div>Marshall & Swift Cost Approach Appraisal Zone315 Zone Description2,3 SM TWNS COMM Manual Date(07/2022)</div>	
<div>Building Image Information Image ID0 Image Date File Name Description</div>			
<div>Building Data</div>			
<div>Building ID2 Sequence2 Occupancy 1353 - Retail Store 100 % Occupancy 2 Occupancy 3 Total Floor Area2,288 Average Perimeter200 Number of Stories1 Average Wall Height14.00 Year Built1875 Effective Age40</div>		<div>Construction ClassC - Masonry bearing walls Rank1.50 - Fair Plus 0.5 Condition3.50 - Average Plus 0.5 Exterior Wall100 % - Brick, Solid Heating/Cooling100 % - Warmed and Cooled Air Roof Type Roof Cover</div>	
		<div>Basement Area0 Basement Levels0 Basement Finish Finish Code - 1 Finish Area - 10 Finish Code - 2 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.



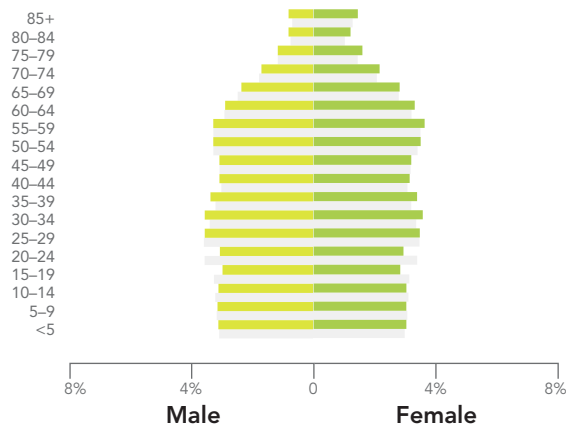
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **39.0** US: 38.2

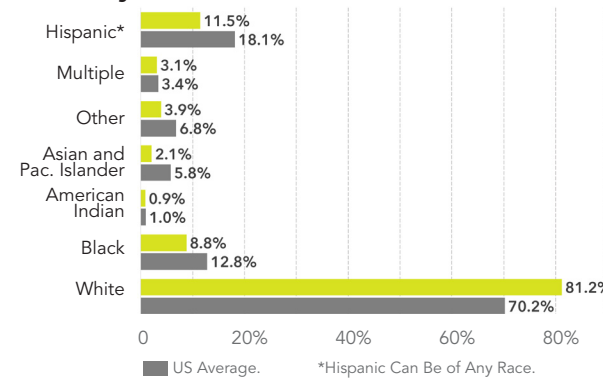
■ Indicates US



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



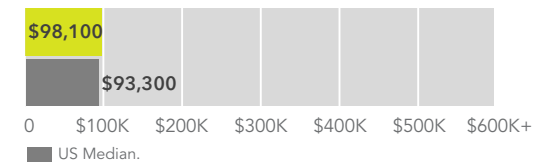
INCOME AND NET WORTH

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

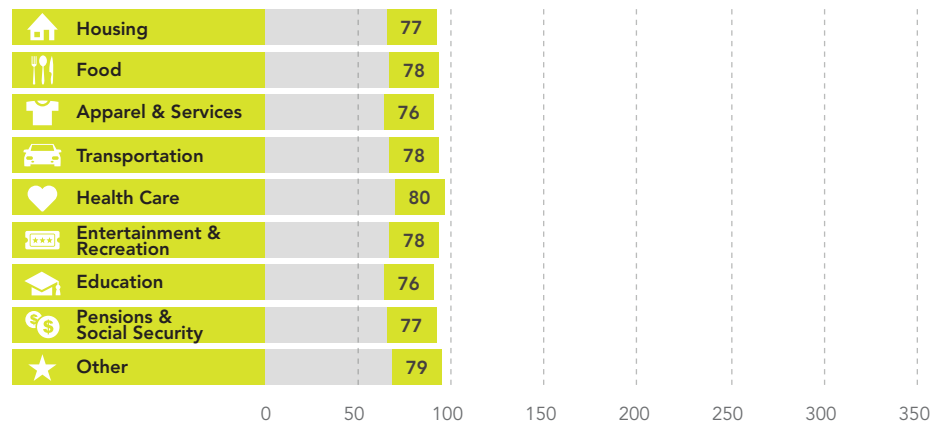


Median Net Worth



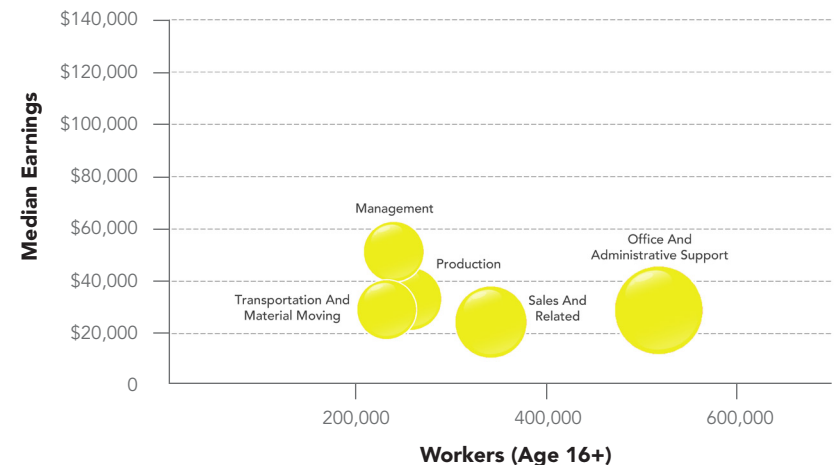
AVERAGE HOUSEHOLD BUDGET INDEX

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



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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

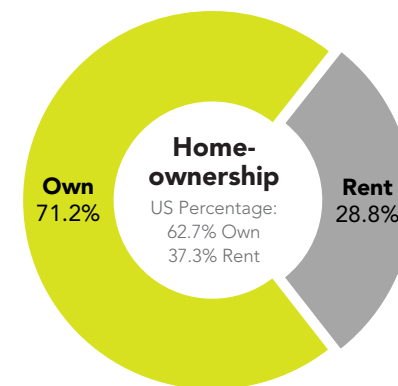
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

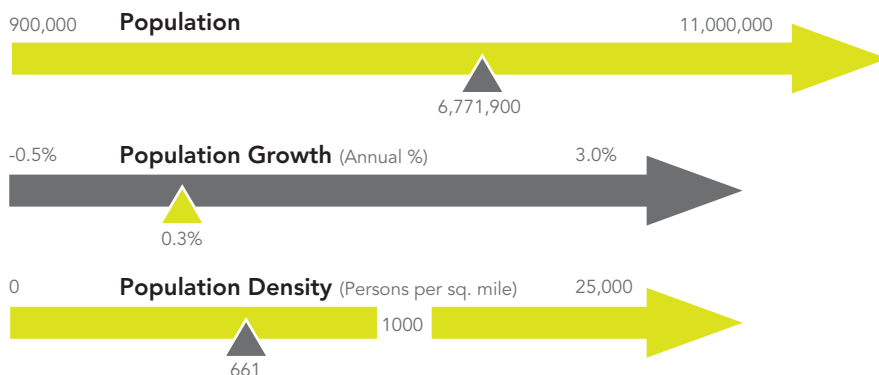
Median Value:
\$123,400

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

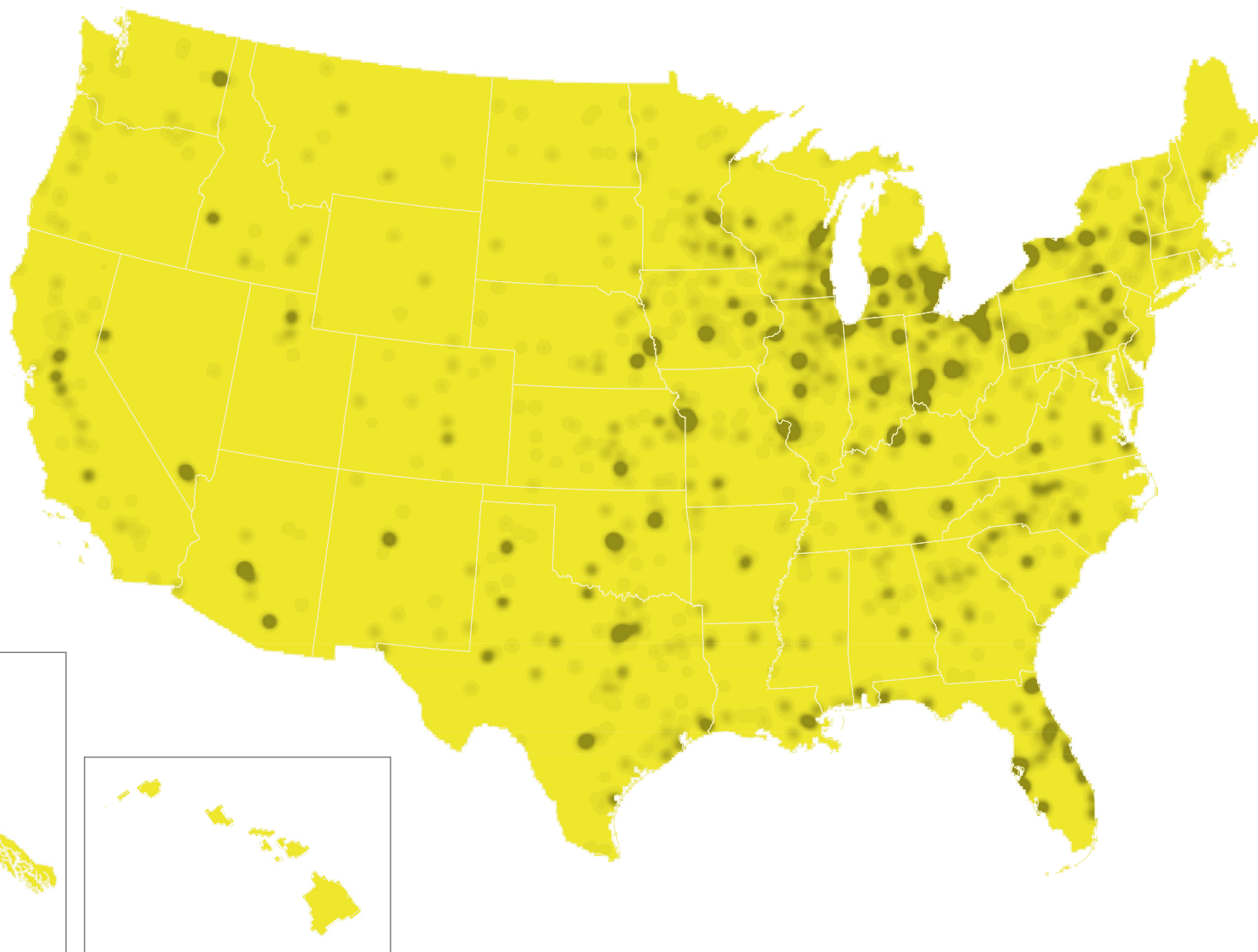
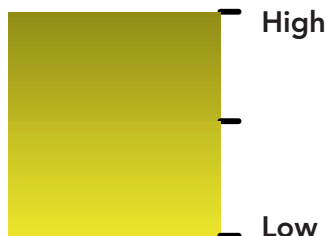
Rustbelt Traditions



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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.



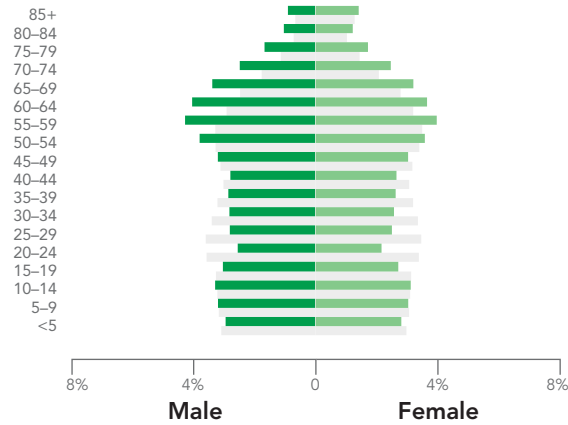
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: 44.4 US: 38.2

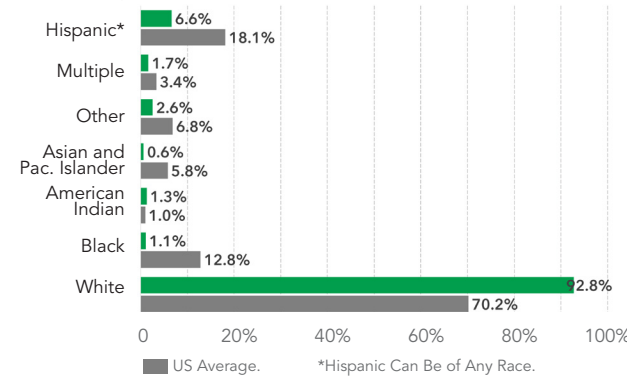
■ Indicates US



RACE AND ETHNICITY (Esri data)

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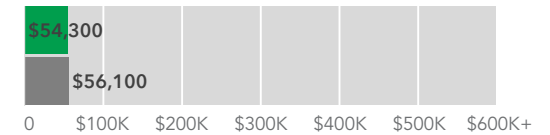
Diversity Index: 24.6 US: 64.0



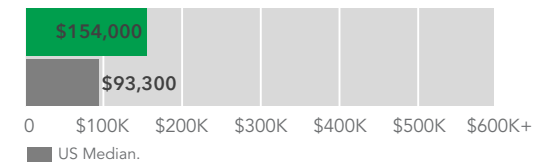
INCOME AND NET WORTH

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Median Household Income

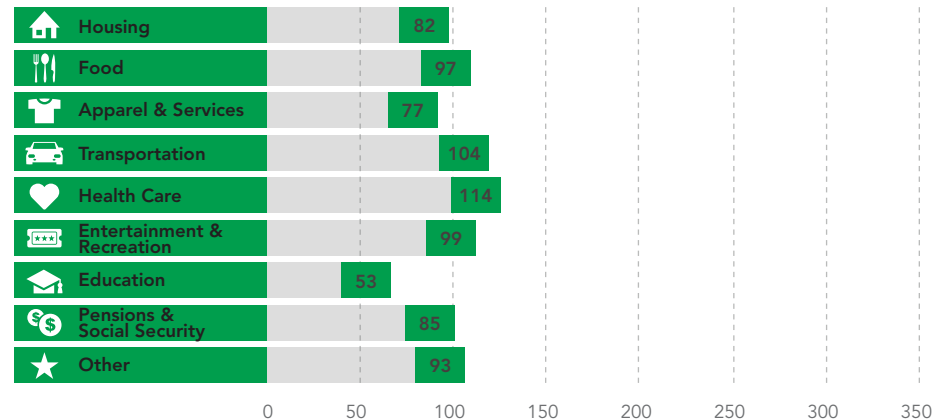


Median Net Worth



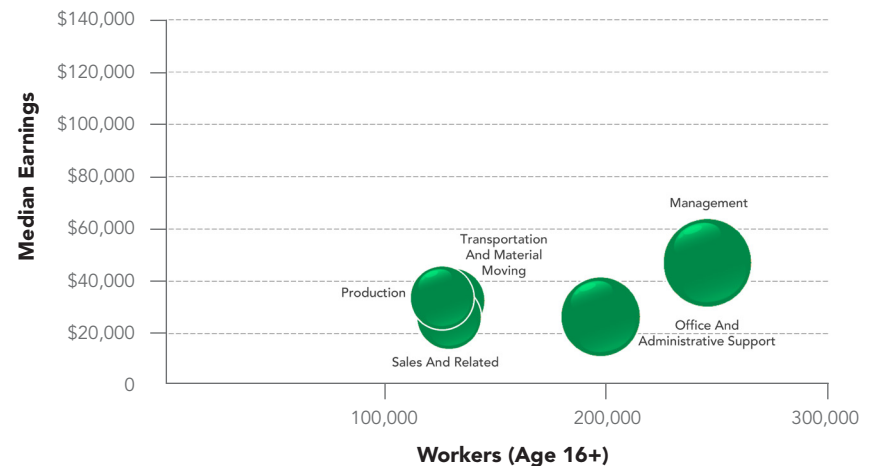
AVERAGE HOUSEHOLD BUDGET INDEX

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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: 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

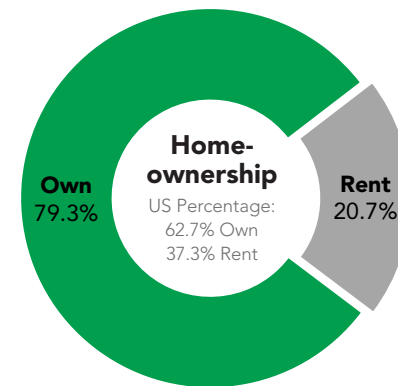
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Typical Housing:
Single Family

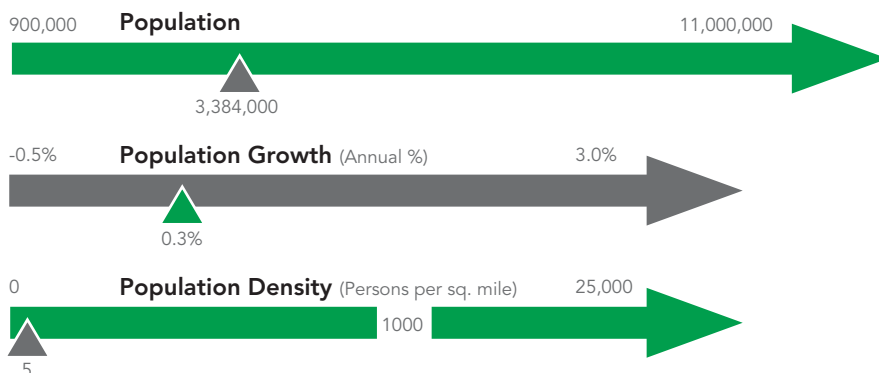
Median Value:
\$139,800

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

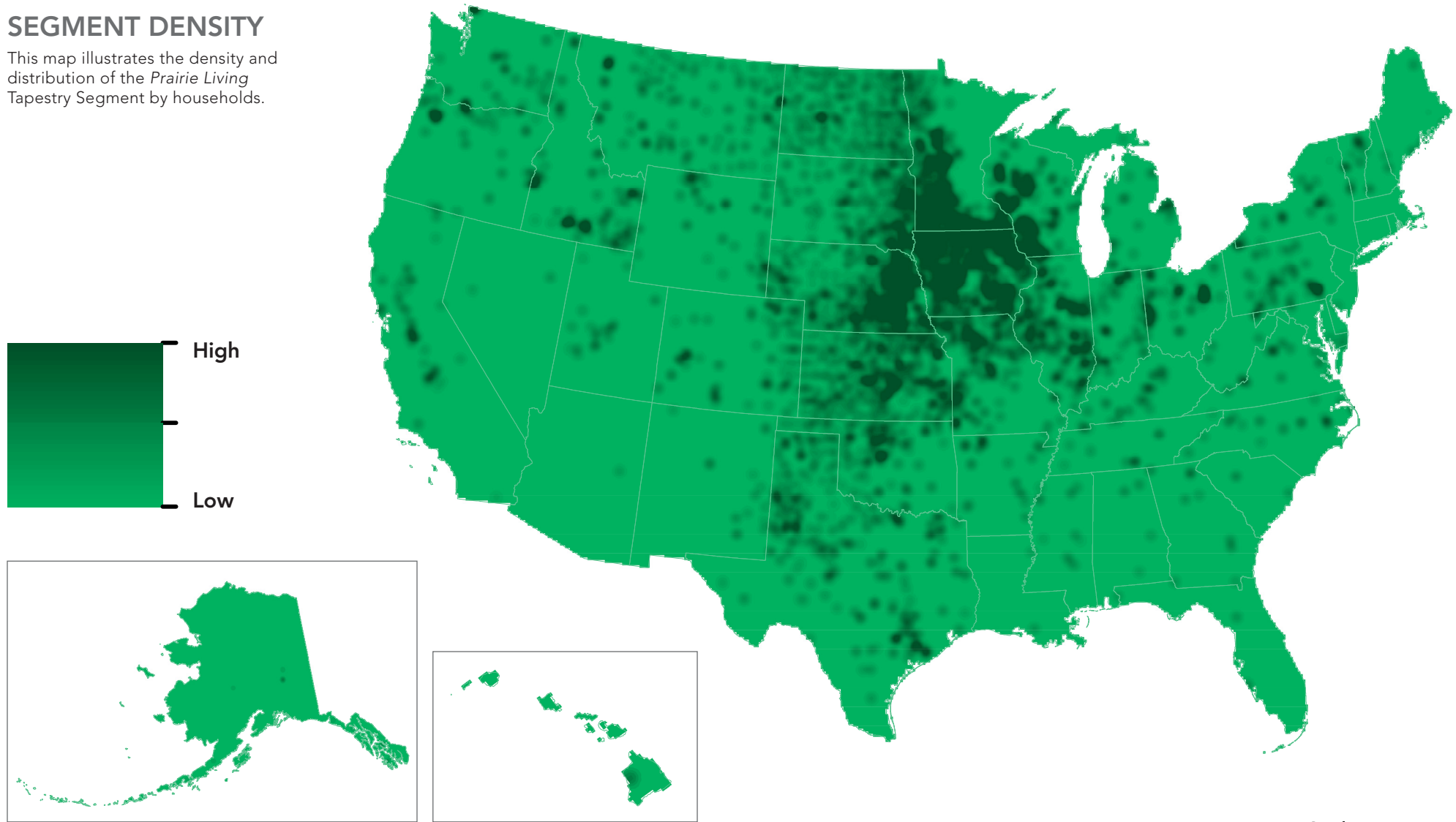
Prairie Living



TAPESTRY
SEGMENTATION
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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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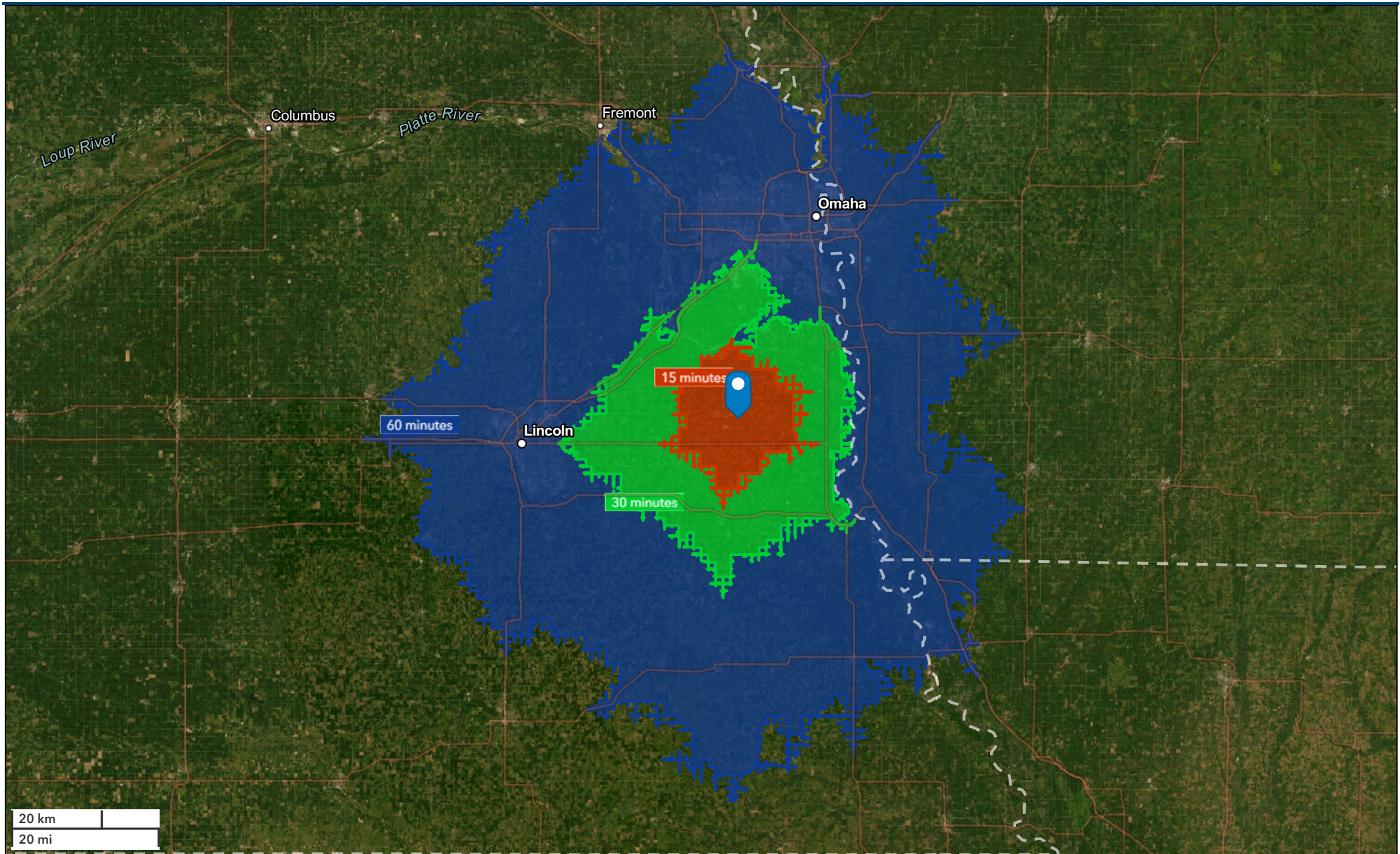
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Weeping Water Trade Area



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
Apparel and Services	\$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
Computer			
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
Education			
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

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: 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
Apparel and Services	\$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
Computer			
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
Education			
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
Apparel and Services	\$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
Computer			
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
Education			
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.

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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	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

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
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

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
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 Srvc (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

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
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

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.

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

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	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

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.

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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

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	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

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.

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

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	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

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.



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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

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.

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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

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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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