



Old Electric Plant
801 11th Ave. Sidney, Nebraska

Table of Contents

GENERAL INFORMATION

- 4 Project Purpose
- 5 General Community Information

BUILDING INFORMATION

- 7 General Building Information
- 8 Building History
- 9 Building Survey

ECONOMIC INFORMATION

- 13 Community Census Data
- 14 ZIP Code ESRI Data
- 15 ESRI Business Analyst Data

SUMMARY

- 18 Summary
- 20 Action Steps

RESOURCES

- 20 Organizations
- 21 Design
- 24 Economic Vitality
- 26 Promotion & Organization

FUNDING

- 27 Organizations & Businesses
- 28 Grants & Programs

APPENDIX

- 30 A. Building Images
- 40 B. Assessor Reports
- 42 C. ESRI Reports

Change in Ownership.

The Sidney Electric Service plant has been disposed of in part by its owner, C. C. Callahan, and the purchaser will arrive to take charge early in the new year. Mr. Callahan has sold a controlling interest, the base of consideration being \$40,000, to A. S. Harvey of Omaha. This plant has been of inestimable advantage to the town and its founder is to be credited with his public spirit in its erection, since in infancy it was an experiment of doubtful success. Time, however, has proven his excellent judgement and the S. E. S. plant has a large and growing patronage. Too close application to his many business interests, has awakened Mr. Callahan to the fact that a man can not work day and night without its telling on his health. By getting rid of a part of his responsibilities he will be left with leisure to travel and otherwise devote himself to the higher life that a successful business career entitles him.

Purpose

THE PROJECT

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

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

***DISCLAIMER:**

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

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

Scan the QR code to visit
the HPEP virtual database:

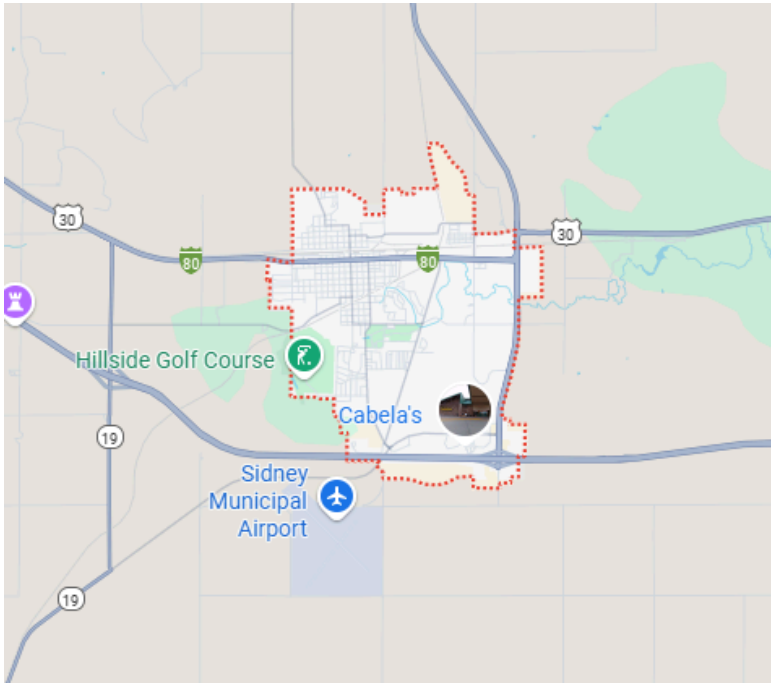


[https://nebraskamainstreet.org/
news-events/2025-hpep/](https://nebraskamainstreet.org/news-events/2025-hpep/)

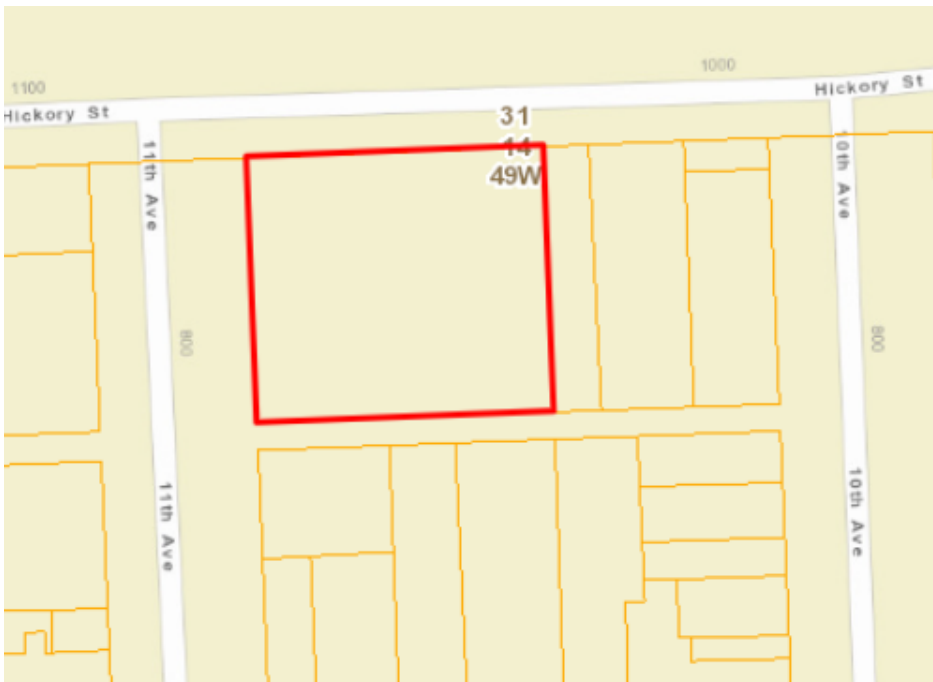


Community Information

SIDNEY, NEBRASKA (GOOGLE MAPS)



BUILDING SITE (CHEYENNE COUNTY GIS)



S. E. S. Management.

A. S. Hardy, who recently purchased a controlling interest in the Sidney Electric Service plant, has taken over the entire management of the same and is actively engaged in getting acquainted with the people. This gentleman is a graduate of the department of electrical engineering of the Nebraska State University and is equipped with education and experience to give the service the best of attention. He expects to carry out the excellent policies already established by Mr. Callahan, the rates remaining the same and in general following the same lines. He expects to be at the service of the people, personally, all the time. It is desired that matters pertaining to the patronage come through the office. A contemplated reinforcement of the system of distribution will prove of benefit to both patrons and management. While Mr. Hardy does not court trouble, neither does he run from it, and he earnestly asks everyone who has a grievance to bring it to him and the matter will be adjusted. The end and aim of every business, and this one in particular, is to maintain a healthful and satisfactory condition between servants and served. It is earnestly hoped that the citizens of Sidney will strengthen this enterprise by their hearty support and co-operation.

Building Information

Community: Sidney, Nebraska
Building Name: Old Electric Plant
Parcel ID: 170054926
Site Address: 801 11th Ave Sidney, NE
Owner Name: City of Sidney
Owner Address: 1115 13th Ave, PO Box 79, Sidney, NE
Tax District Code: 5
Zoning: Exempt
Overlays: N/A
Future Land Use: N/A
Flood Zones: N/A
Construction Date: 1906
Latest Remodel: Unknown
National Register: Y ☐ N ☒
Date Listed: N/A
Architectural Style: Industrial
Construction Material: Masonry
Value Year: 2024
Building Value: \$0
Land Value: \$18,905
Total Value: \$18,905
Lot Size: 19,602 Sq.Ft.
Vacant Square Footage: Entire Building
Occupied Square Footage: 0 Sq. Ft.
Usable Square Footage: Exact number unknown
Total Square Footage: 12,654 Sq. Ft.
Total Floors: 3
Current Use(s): Storage
Previous Use(s): Electric Plant
Previous Use Date: Unknown

Building History



From the City of Sidney: <https://www.cityofsidney.org/334/History-of-the-Power-Plant>

"The original Sidney Power Plant was built in 1906 in the 11th Avenue and Jackson Street area. The original two engines were steam generating, producing DC current and very small compared to today's engines.

In 1915 the existing plant was built at its present location on the corner of Hickory Street and 11th Avenue. While the engines were still running on steam there was a steam trunk system installed underground throughout the downtown area which was used to heat the existing hotels and restaurants.

During the early 1940s the engines were converted to run on diesel and 20 years later converted again to run on both diesel and natural gas.

There are presently five engines in the plant ranging in age from a 1931 to the newest which is a 1955 model."

Survey.

Goals and Ideas for Improvements

The goal for the space is to tie into Hickory Square and serve as a public gathering space. Hickory Square is directly adjacent, with plans to become a green space. To do this, they need to move the large equipment out of the building, except for one. To do this, the building will likely need to be disassembled and reconstructed, as the equipment is very large.

After moving equipment, they will need to ensure the building is safe for public use, potentially blocking off some areas. Specific ideas for the space include a spot for public restrooms during events, and a small bar area.

Previous Remodels & Funding

The building has not had any recent remodels.

Major Issues and Costs Concerns With Previous or Future Development Efforts

The major issue is the cost and ability to move the equipment out of the building.

Specific Concerns with Redevelopment

Equipment removal, accessibility, and safety for the public.

Vacancy Description

Last date of use unknown.

Notable Damage

No known damages.

Survey

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

Condition	5	4	3	2	1	N A	Concerns with Remodeling/Other Notes
Interior Walls & Ceilings		X					Interior walls and ceilings are intact and in good condition.
Flooring		X					The concrete floor is in good condition. IT may need updated for public use.
Lighting			X				Abundant natural lighting and lighting fixtures.
Stairwells/ Hallways/ Elevators				X			Stairs might not be considered safe for public use due to metal mesh material.
Plumbing			X				Plumbing will need to be updated to accommodate more restrooms.
Electrical		X					Has electricity.
HVAC			X				HVAC systems will likely need updated or installed.
Fire Safety Systems						X	Unknown.
Internet Infrastructure		X					Has ability to get internet.

Survey.

Expanding on Condition Evaluation

The building is a former electrical plant with an office, breakroom, and large industrial space. Accessibility and safety are primary concerns when thinking about a public gathering space.

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

While it is unknown if the building can be considered historically significant, if adapted for community use, it may be considered culturally significant.

WESTERN PUBLIC SERVICE PROPOSAL DISCUSSED BY CITY COUNCIL AND OTHERS

Attractive Contract To Be Offered City by Manager S. P. MacFadden For Sale of Sidney Municipal Electric Plant

WOULD STIMULATE INDUSTRY IN ALL PARTS OF THE LODGE POLE VALLEY

Sam MacFadden, manager of the Western Public Service Co., met with the committee, appointed by Mayor Schroeder at the last council meeting, consisting of Mayor Schroeder, Councilmen Grabill, Barger, Winders, Thomas, Shulz and Breternitz, and Tom Poole, A. K. Greenlee, Martin Dimery, A. H. Dille and Guy V. Doran, representing the Chamber of Commerce, newspapers and other business interests of the city, and City Attorney R. P. Kepler, and J. E. Poquette, manager of the municipal service plants, at the Municipal office Tuesday evening, and outlined the Western Public Service Company's position in the pan-handle of Nebraska and its plans for the development of this section of the state. The matter of the company's proposal to purchase the Sidney municipal light, power and heat plants was thoroughly discussed and all points of contention were treshed out and settled to the apparent satisfaction of the entire committee, with the result that the city council at its next meeting, will be presented with a concrete offer for the light and heat plant which The Telegraph feels should meet with the hearty approval of the citizens of Sidney.

The Company's Offer

Census Data

Census Profile: https://data.census.gov/profile/Sidney_city,_Nebraska?g=160XX00US3145295



Population

6,410



Median Age

39.9



Avg. Family Size

2.8



65+

19.4%



Median Income

\$51,704



Bachelor's Degree or
Higher

16.3%



Employment Rate

62.9%



Households

2,994



Median Rent

\$914



Homeownership
Rate

57.6%



Housing Units

3,210



Vacant Housing
Units

404

ESRI Data: 69162

Tapestry Segmentation: See in Appendix

39.2% In Style

23.65% Traditional Living

22.28% Prairie Living

Annual Spending Habits



Credit Debt

\$1,811



Medical Insurance

\$3,530



Apparel

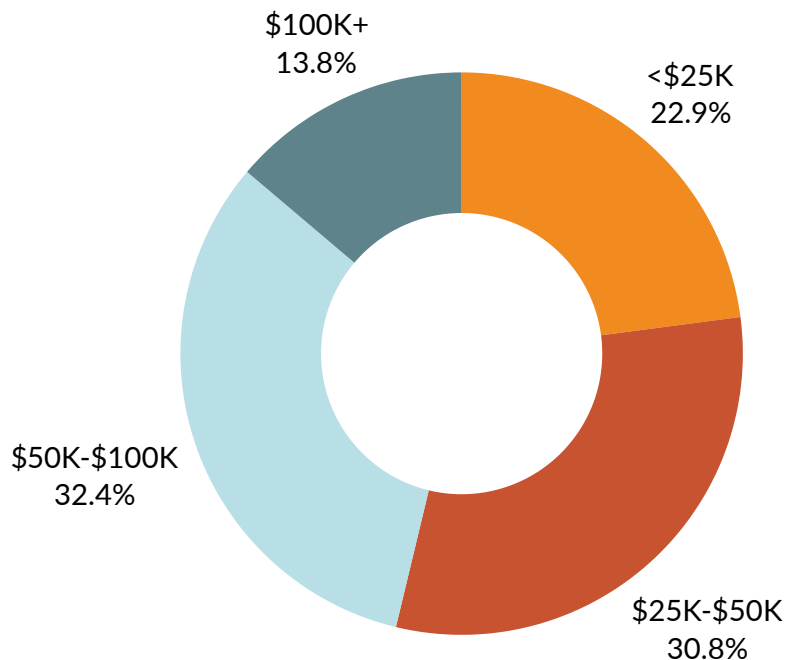
\$1,442



Entertainment

\$2,655

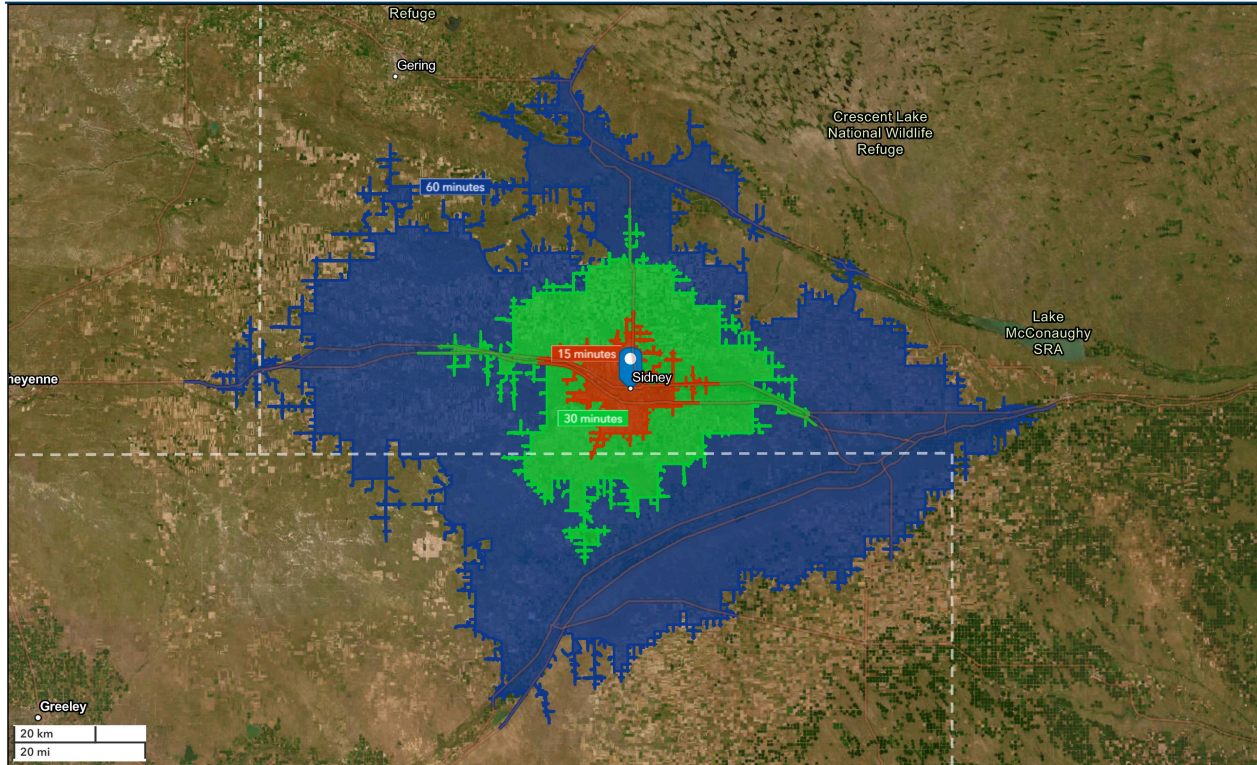
Disposable Income



ESRI Market Reports



Sidney Trade Area



July 31, 2025

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Page 1 of 1

Retail Trade Area (15,30,60 minutes)

Retail Demand Outlook

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

Retail Demand by Industry

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

Retail Market Potential

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

ESRI Market Reports

Market Report Highlights

Highest MPI (0-15 min)

131

HH Owns 1+ Cats

Highest SPI (15-30 min)

226

Other Motor Vehicle Dealers

H2nd ighest MPI (15-30 min)

152

Buying American is Important:
4-Agr Cmpl

3rd Highest SPI (15-30 min)

131

Florists

Summary

Market data for Sidney shows generally average to below-average MPI and SPI scores; however, several indicators highlight opportunities for growth and attraction. Notably, the highest SPI within a 15–30 minute radius is 226 for “Other Motor Vehicle Dealers,” while florists also present potential with an SPI of 131.

Community values in Sidney emphasize purchasing American-made products, and many residents own one or more pets, particularly cats and dogs.

By 2030, the population is projected to reach 6,963. With 404 vacant housing units currently available, it will be important to prioritize filling these existing homes before pursuing new construction, as this is the most cost-effective strategy.

Sidney also has a relatively young population, with a median age of 39.9 and only 19.4% over the age of 65. Given this demographic, community strategies should focus on retaining young adults and creating opportunities for them to grow both professionally and socially.

Questions and Answers On Power Deal Given At Chamber Of Commerce

At the meeting of the Sidney Chamber of Commerce Monday, the following Questions considered pertinent concerning advisability of purchasing Sidney Electric power plant, for which the citizens will vote on proposed bond issue on April 18, 1944, were asked and answered.

What is total purchase price of property in and outside of Sidney?

How much is expected to be realized from proposed sale of the portion of this property located outside of Sidney, if sold to R. E. A.

As it is proposed that Revenue bonds be issued, please explain difference between Revenue bonds and General obligation bonds.

If Revenue bonds are approved and issued, explain what security if any will be pledged to secure payment of those bonds. (a) Whether citizens as taxpayers can be called on to pay any default in principal or interest, should such occur, thru taxation.

Is present power plant known to be modern and efficient, or will installation of turbin engine and boilers be necessary in the near future. If necessary, how may Sidney finance such new installation.

Are present distribution lines known to be heavy enough for current use considering new construction in south-west and south-east parts of Sidney.

If a bond issue as proposed is approved by the voters of Sidney, will those bonds be sold to the highest bidder, or does the City expect to deal thru a fiscal agent. Is

Summary/Action Steps

Summary

The old power plant building is a unique structure, still containing the large machinery that once powered the city.

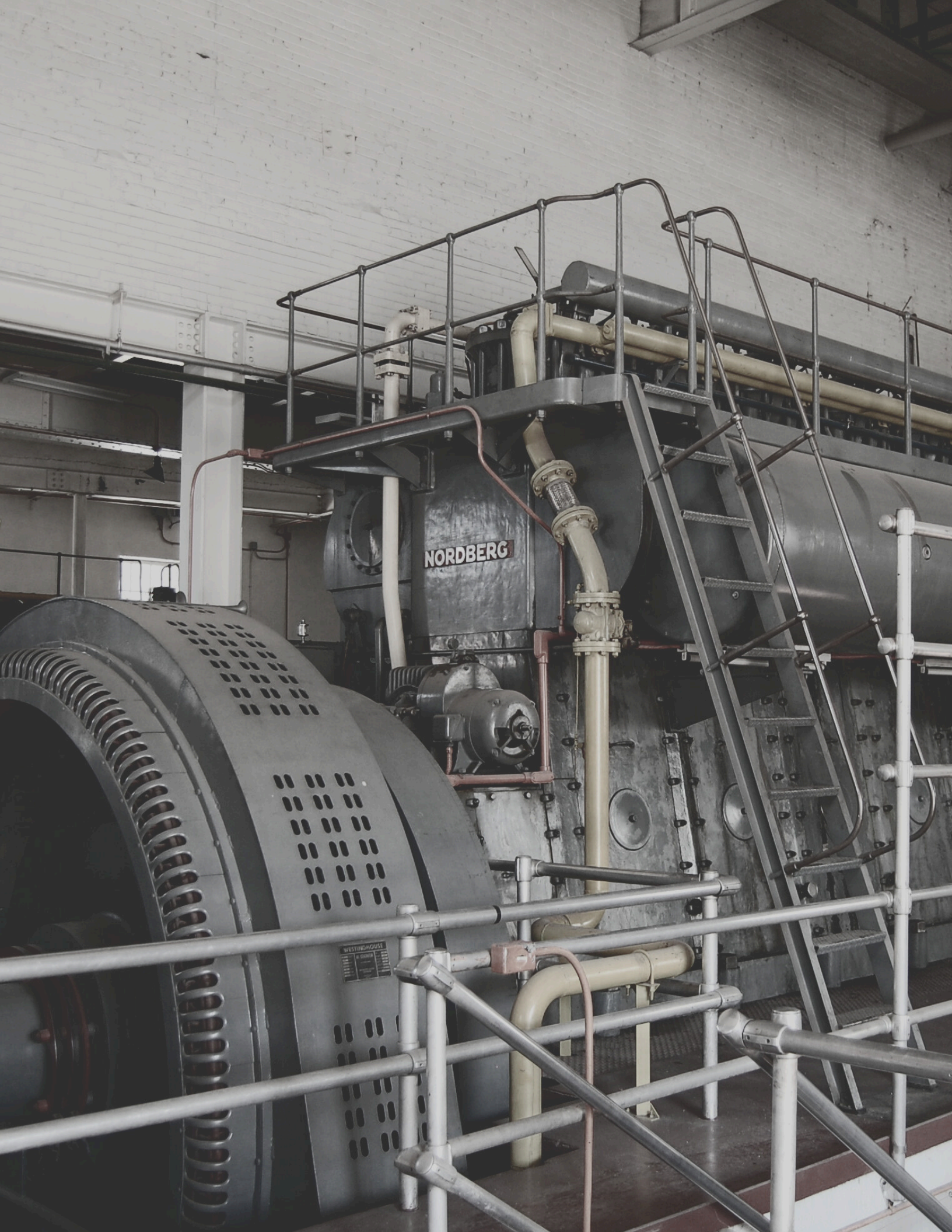
The vision for this site is to transform it into a community space that complements Hickory Square. The primary challenge will be safely removing the machinery without compromising the building's structure, while also securing the necessary funding for the project. Specific grants might include Nebraska Deconstruction Grants from DWEE, EPA Brownfield Grants, Revitalize Rural Nebraska Grant from DWEE, and USDA Rural Development Grants.

Once cleared, the City should work with an architect and engineer to design a space that both serves the community and meets safety requirements for public use.

From an economic perspective, this project has the potential to support social growth and help retain young residents. Careful review of the market data will be essential to identify the best long-term uses for the building. In addition, programming should be developed to ensure the facility integrates with Hickory Square and surrounding businesses, with the goal of keeping both the building and square active year-round.

Action Steps

1. Secure funding sources to support machinery removal, structural updates, and eventual redevelopment.
2. Safely remove existing machinery while protecting the integrity of the building.
3. Engage an architect and engineer to evaluate the structure and design a safe, functional community space.
4. Consult market data to identify the most effective uses of the building that align with community needs and demand.
5. Develop a programming plan that complements Hickory Square and surrounding businesses.
6. Establish year-round use by creating events and activities that encourage continuous community engagement.



NORDBERG

WESTINGHOUSE
A. G. GERMANY
1900

Resources- Organizations

Certified Local Governments (CLG)

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

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

Creative Districts (CD)

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

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

Main Street America (MSA)

<https://mainstreet.org/>

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

National Register of Historic Places

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

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

Nebraska State Historical Society (NSHS)

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

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

Technical Preservation Services (TPS)

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

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

Resources- Design

Design Education Service

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

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

Directory of Craftspeople

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

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

Energy Efficiency & Historic Preservation

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

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

National Register Listing Misconceptions

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

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

Resources- Design

Secretary of Interior's Standards

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

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

Resources- Design

Secretary of Interior's Standards- A Breakdown

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

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

Secretary of Interior's Standards- Definitions

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

Preservation

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

Rehabilitation

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

Restoration

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

Reconstruction

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

Training on Historic Preservation Application

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

Advanced training on historic preservation certification applications

Resources- Economic Vitality

Economic Value of Historic Buildings

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

"Value of a Building to a Main Street District"

Vacant Lot

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

Vacant or Underutilized Building

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

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

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

Fully Utilized Building

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

Resources- Economic Vitality

Census Bureau

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

Get census data about your community.

Economic Impact of Historic Preservation

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

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

ESRI

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

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

Misconceptions About Adaptive Reuse

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

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

Resources- Promo. & Org.

Using Storytelling to Grow Engagement

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

Examples of how to effectively communicate your efforts.

Marketing Your Space

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

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

Community Partnership

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

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

Community Engagement

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

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

Funding- Orgs. & Businesses

Allo

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

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

Community Development Block Grants (CDBG)

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

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

Community Development Resources (CDR)

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

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

Department of Economic Development (DED)

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

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

SBA- Small Business Development Centers

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

Manufacturing, Research and Development, Grants for community organization

USDA

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

Housing assistance, Rural Development Loan & Grant Assistance

Funding- Grants & Programs

AMEX Backing Small Business Grants

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

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

Bricks & Mortar

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

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

Brownfields

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

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

Community Heart and Soul Grants

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

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

MicroTIF

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

Refer to your local government for more information

National Parks Service Tax Incentives for Preserving Historic Properties

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

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

Funding- Grants & Programs

Nebraska Historic Tax Incentive Programs

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

There are three tax incentive programs :

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

RCDI

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

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

Rural Business Development Grants (RDBG)

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

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

Rural Workforce Housing Fund (RWHF)

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

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

T-Mobile Hometown Grants

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

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

Appendix

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

A. Building Images- Exterior



Appendix

A. Building Images- Exterior



A. Building Images- Exterior



Appendix

A. Building Images- Exterior



A. Building Images- Exterior



Appendix

A. Building Images- Exterior



A. Building Images- Exterior



Appendix

A. Building Images- Interior



A. Building Images- Interior



Appendix

A. Building Images- Interior



A. Building Images- Interior



Appendix

A. Building Images- Interior



A. Building Images- Interior



Appendix

A. Building Images- Interior

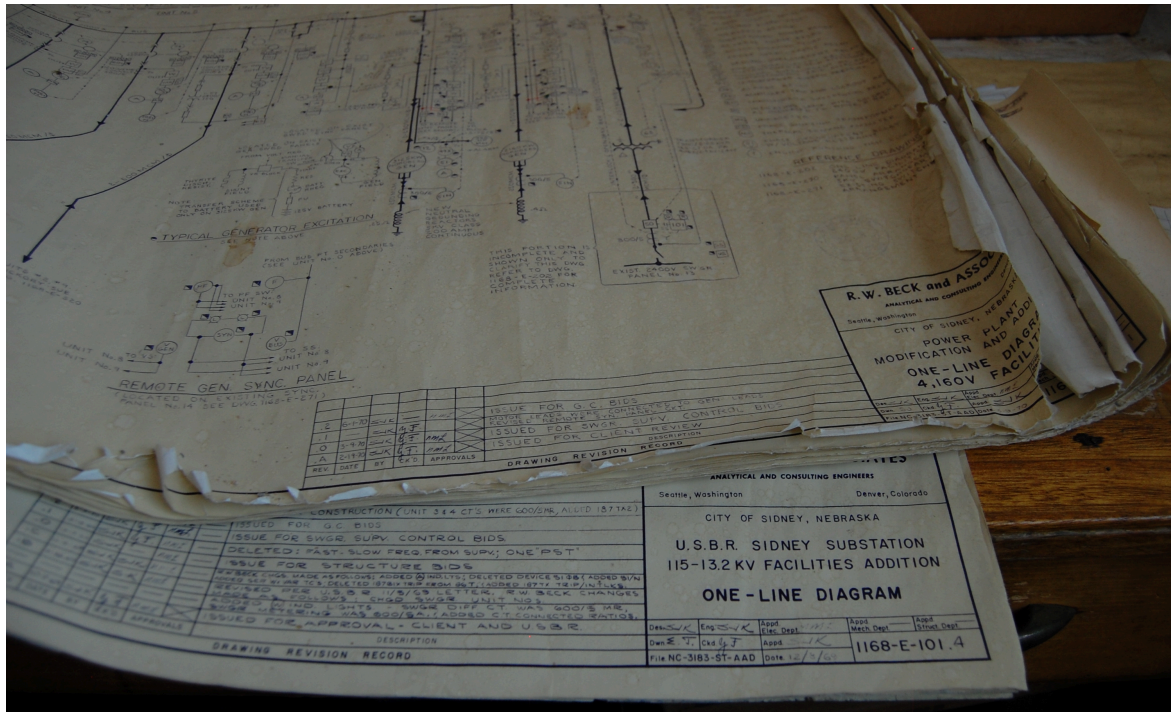


A. Building Images- Interior



Appendix

A. Building Images- Interior



A. Building Images- Interior



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

Parcel Information	
Parcel ID:	170054926
Map Number	106
State Geo Code	2839-00-0-10001-021-0006
Cadastral #	47-31-106
Images	Photo #1 Photo #2 Photo #3 Photo #4 Photo #5 Photo #6 Photo #7 Site Plan #1
Current Owner:	SIDNEY/THE CITY OF 1115 13TH AVENUE PO BOX 79 SIDNEY, NE 69162-0079
Situs Address:	801 11TH AVENUE SIDNEY
Tax District:	5
School District:	SIDNEY 1, 17-0001
Account Type:	Exempt
Legal Description:	0 14 49 LOTS 6-11 BLOCK 21 SIDNEY ORIGINAL TOWN
Lot Width:	N/A
Lot Depth:	N/A
Total Lot Size:	19602.00 sq ft

Assessed Values				
<u>Year</u>	<u>Total</u>	<u>Land</u>	<u>Outbuilding</u>	<u>Dwelling</u>
2025	\$18,905	\$18,905	\$0	\$0
2024	\$18,905	\$18,905	\$0	\$0

Yearly Tax Information		
<u>Year</u>	<u>Amount</u>	<u>Levy</u>
2016	\$0.00	2.22879100
2015	\$0.00	2.25795500
2014	\$0.00	2.31366700

2024 Tax Levy	
<u>Description</u>	<u>Rate</u>
COUNTY GENERAL	0.40647600
SIDNEY 1	1.05000000
HS SCHOOL BOND	0.14368500
SIDNEY 1 QCPUF	0.02535600
ED SERVICE UNIT 13	0.01541100
SIDNEY CITY	0.49992500
AIRPORT AUTHORITY	0.04717400
NRD	0.04695400
HISTORICAL SOCIETY	0.00182700
WNCC	0.02112100

3 Year Sales History
No previous sales information is available (for the past 3 years).

Property Notes

<u>Date</u>	<u>Note</u>
-------------	-------------

Land Information

<u>Lot Width (ft)</u>	<u>Lot Depth (ft)</u>	<u>Description</u>	<u>Lot Size</u>
0.00	0.00	19,602.00 SQ. FEET	19602.00 sq ft

Commerical Datasheet - Building

<u>Occupancy</u>	<u>Size</u>	<u>Year Built</u>	<u>Perimeter</u>
100% Industrials, Light Mftg.	10,176	1900	424
100% Tool Shed	240	1950	64
100% Storage Warehouse	932	1940	182
100% Lt. Commercial Utility Build.	558	1970	98
100% Tool Shed	748	1960	112

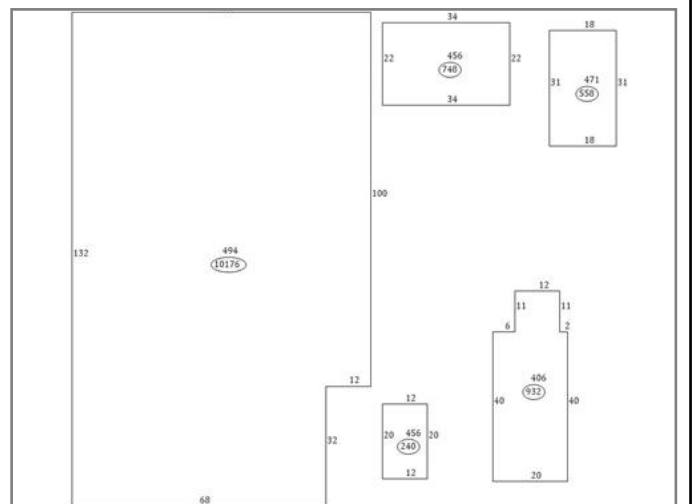
Dwelling Data

<u>Description</u>	<u>Units</u>
--------------------	--------------

Outbuilding Data

<u>Description</u>	<u>Units</u>	<u>Year Built</u>
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Photo/Sketch





LifeMode Group: GenXurban

In Style

5B

Households: 2,764,500

Average Household Size: 2.35

Median Age: 42.0

Median Household Income: \$73,000

WHO ARE WE?

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

OUR NEIGHBORHOOD

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children (Index 112) or single households (Index 109); average household size at 2.35.
- Homeownership average at 68% (Index 108); nearly half, 47%, mortgaged (Index 114).
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of townhomes (Index 132) and smaller (5–19 units) apartment buildings (Index 110).
- Median home value at \$243,900.
- Vacant housing units at 8.6%.

SOCIOECONOMIC TRAITS

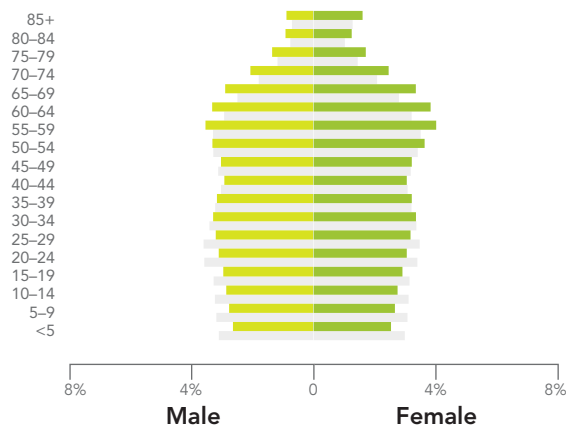
- College educated: 48% are graduates (Index 155); 77% with some college education.
- Higher labor force participation rate is at 67% (Index 108) with proportionately more two-worker households (Index 110).
- Median household income of \$73,000 reveals an affluent market with income supplemented by investments (Index 142) and a substantial net worth (Index 178).
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.



AGE BY SEX (Esri data)

Median Age: **42.0** US: 38.2

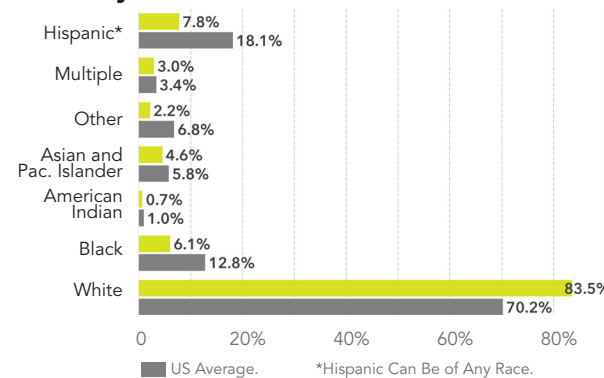
■ Indicates US



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: **39.8** US: 64.0



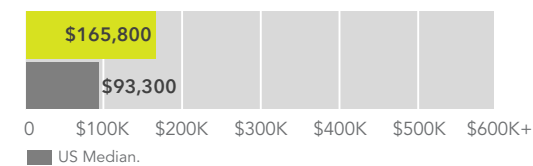
INCOME AND NET WORTH

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

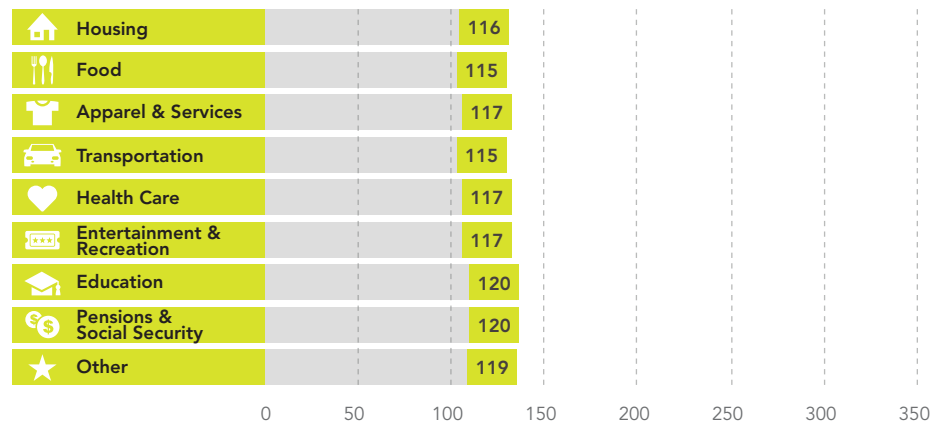


Median Net Worth



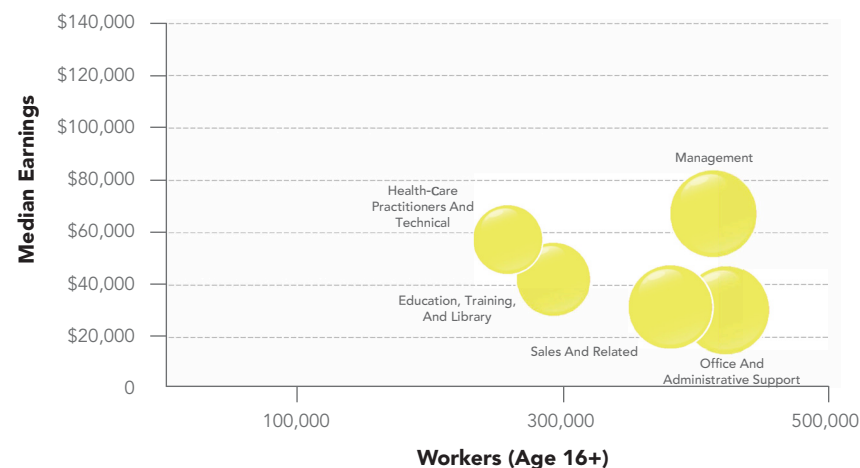
AVERAGE HOUSEHOLD BUDGET INDEX

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.





MARKET PROFILE

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

- Partial to late model SUVs: compact SUVs are gaining popularity.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, own a variety of investments often managed by a financial planner.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts, and museums.

HOUSING

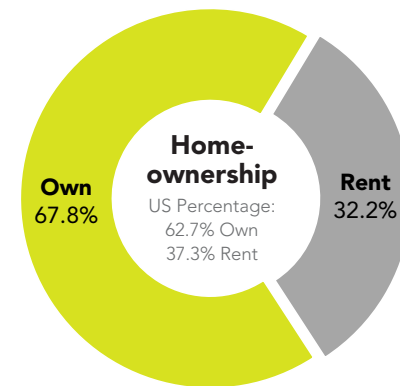
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

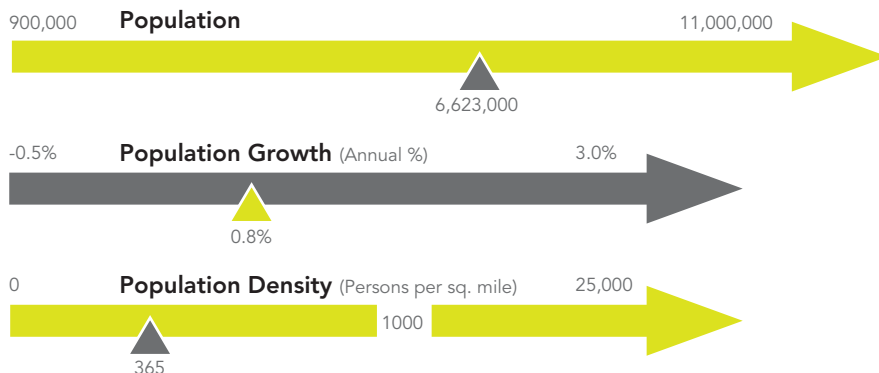
Median Value:
\$243,900

US Median: \$207,300



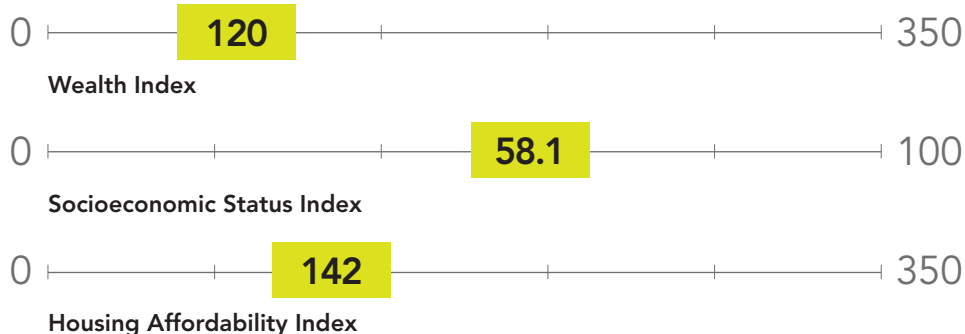
POPULATION CHARACTERISTICS

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

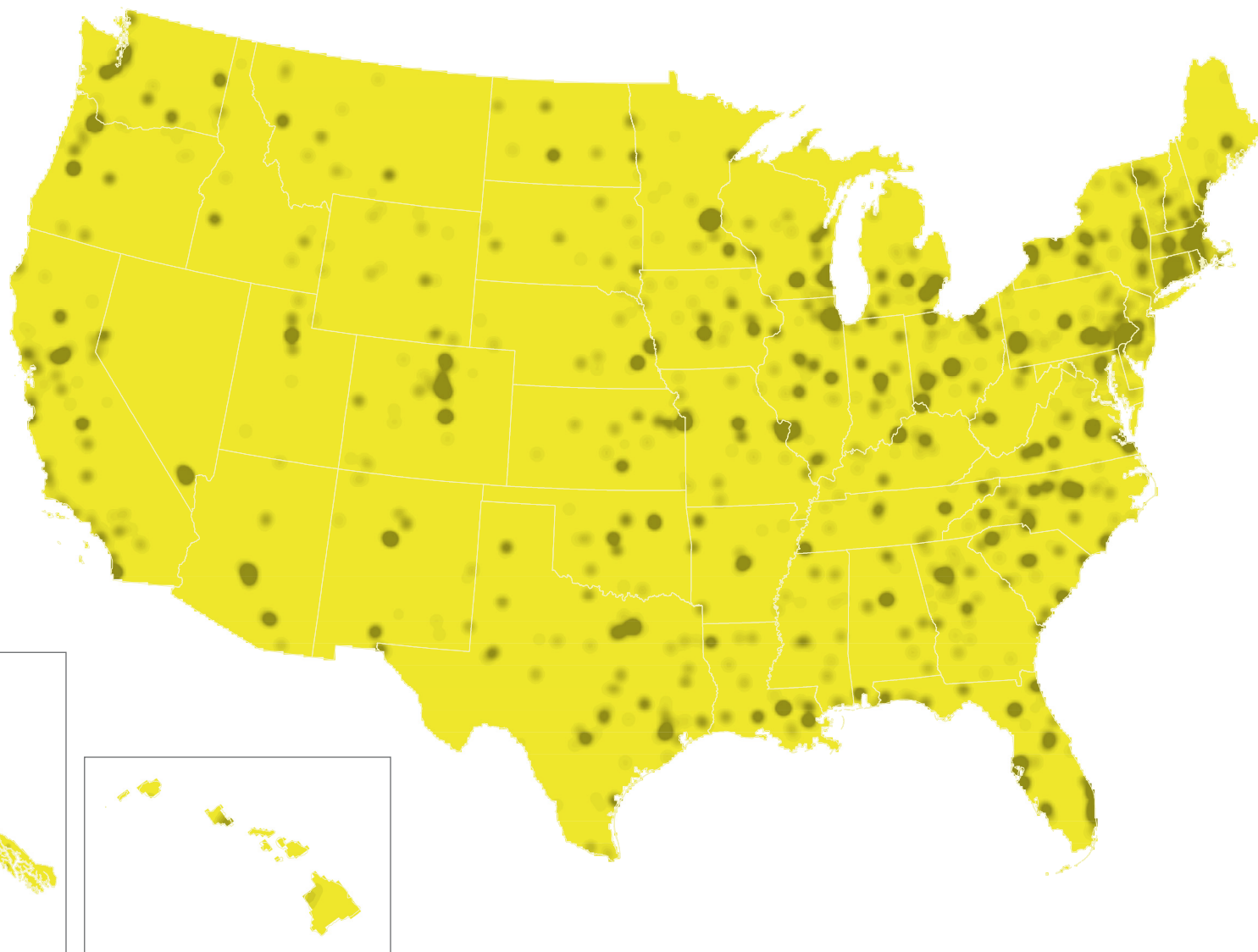
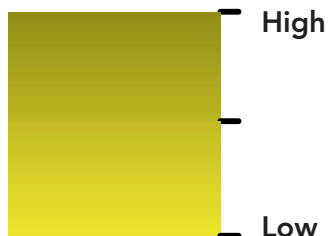
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *In Style* Tapestry Segment by households.





LifeMode Group: Cozy Country Living

Prairie Living

6D

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.



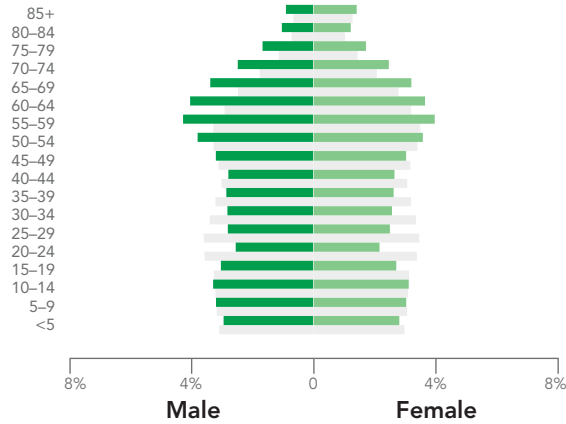
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: 44.4 US: 38.2

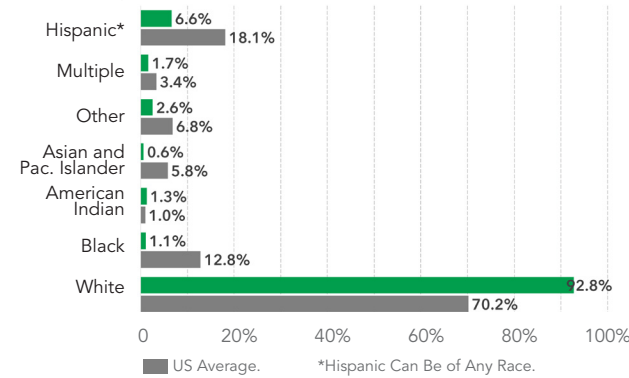
■ Indicates US



RACE AND ETHNICITY (Esri data)

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: 24.6 US: 64.0



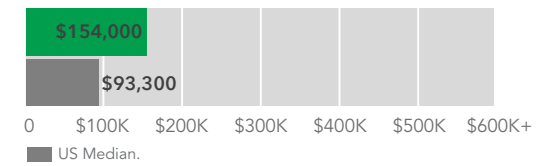
INCOME AND NET WORTH

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Median Household Income

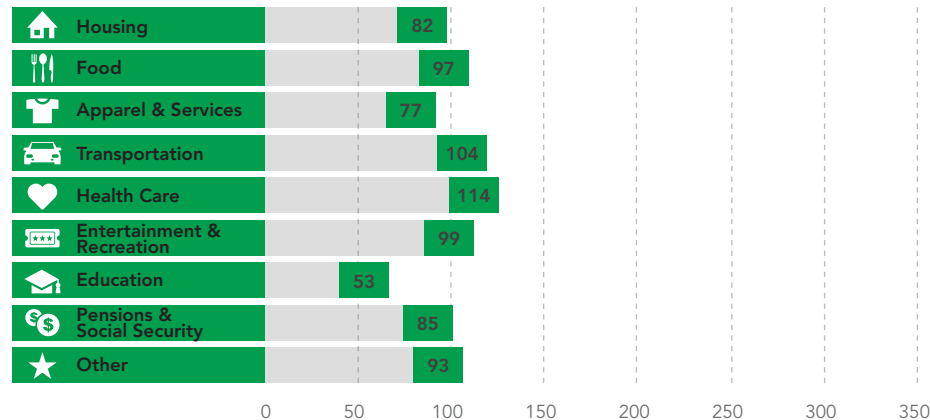


Median Net Worth



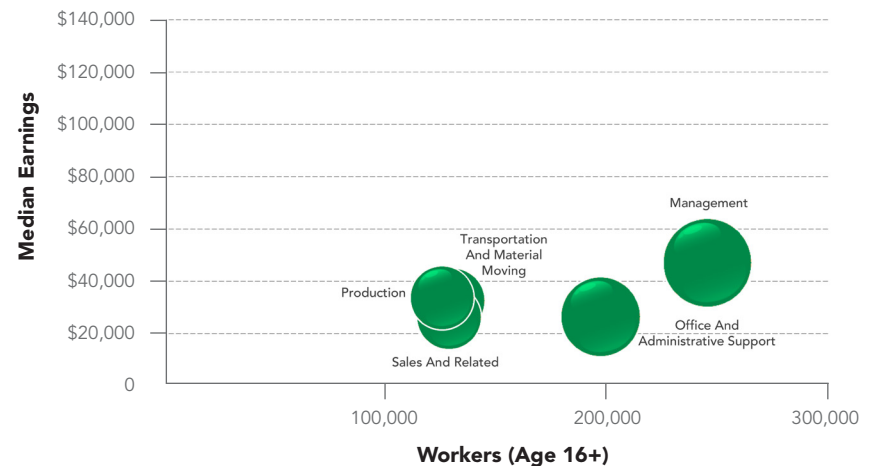
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OCCUPATION BY EARNINGS

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



TAPESTRY
SEGMENTATION
esri.com/tapestry

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

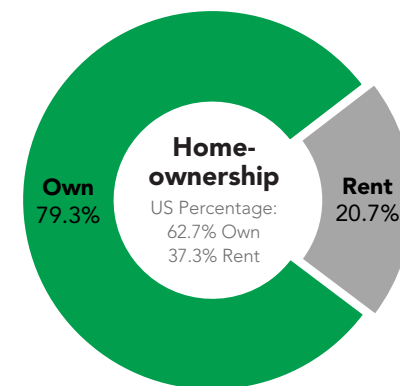
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Typical Housing:
Single Family

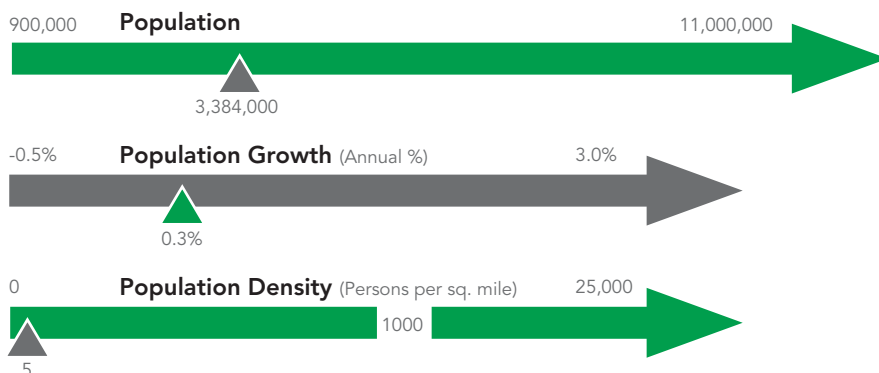
Median Value:
\$139,800

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

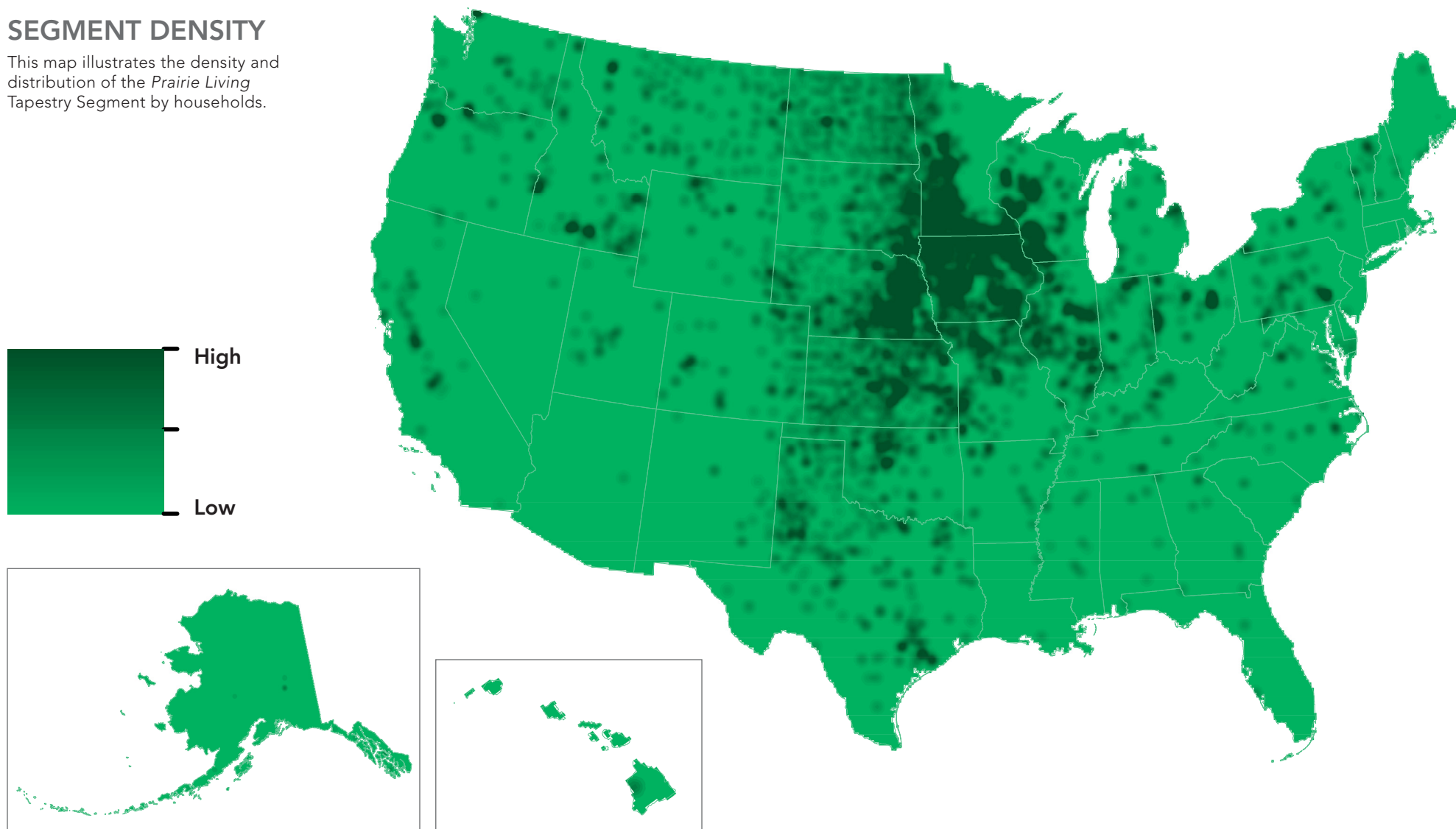
Prairie Living



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



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For more information
1-800-447-9778
info@esri.com
esri.com



esri

THE
SCIENCE
OF
WHERE®



LifeMode Group: Hometown Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: \$39,300

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very short (Index 22).
- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three-quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.



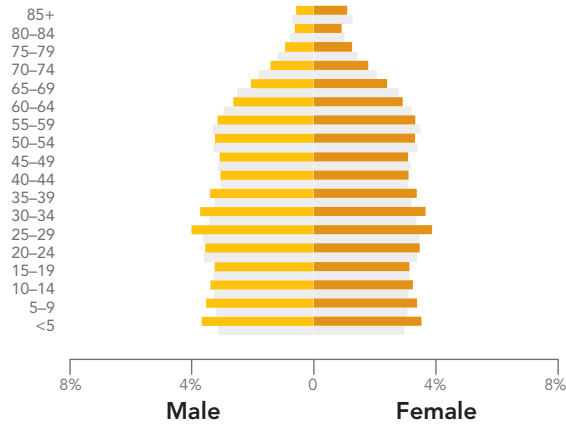
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: 35.5 US: 38.2

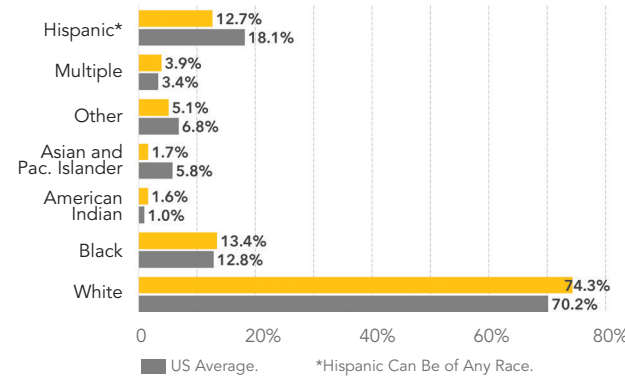
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RACE AND ETHNICITY (Esri data)

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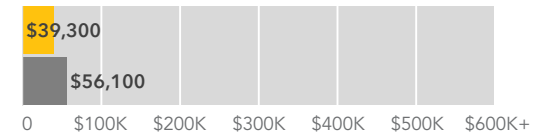
Diversity Index: 55.6 US: 64.0



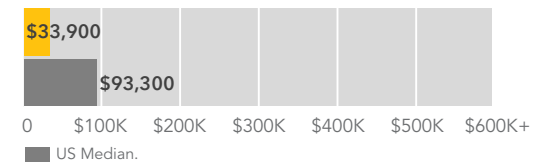
INCOME AND NET WORTH

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Median Household Income

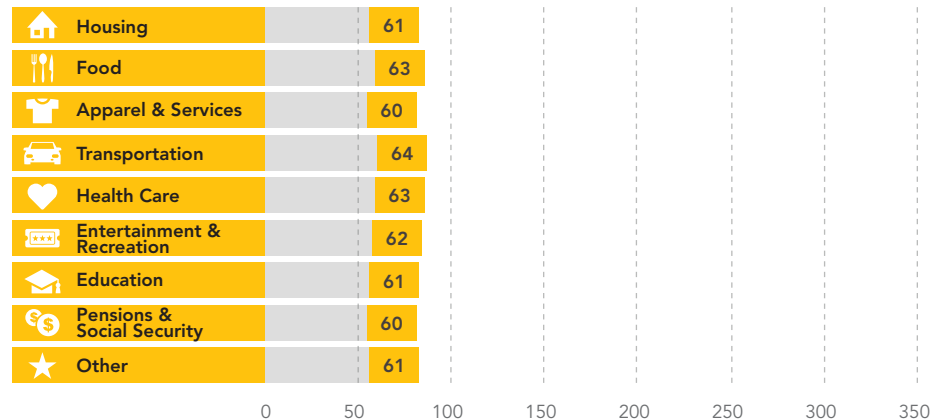


Median Net Worth



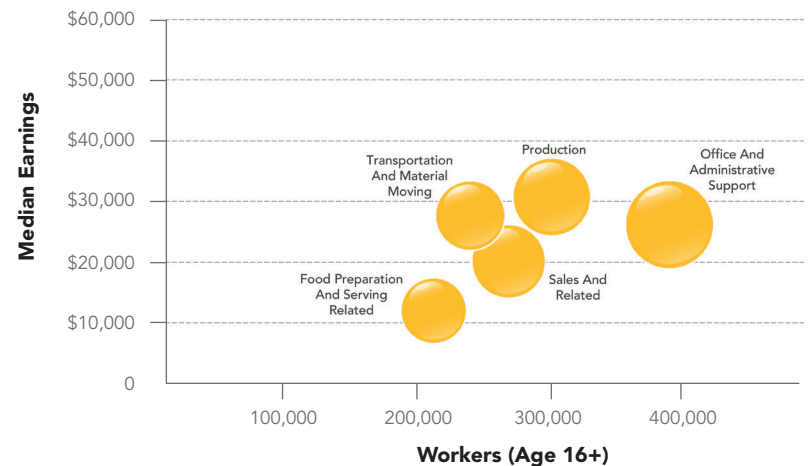
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OCCUPATION BY EARNINGS

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.





MARKET PROFILE

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

- Shop for groceries at discount stores such as Walmart Supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- Favorite TV channels include Freedom, CMT, and Game Show Network.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.

HOUSING

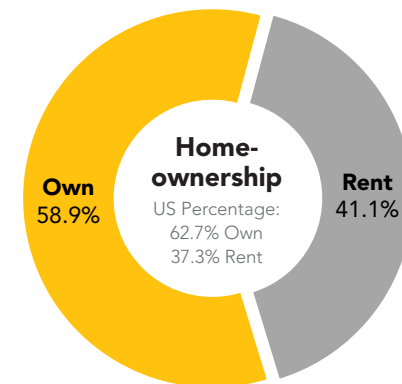
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Typical Housing:
Single Family

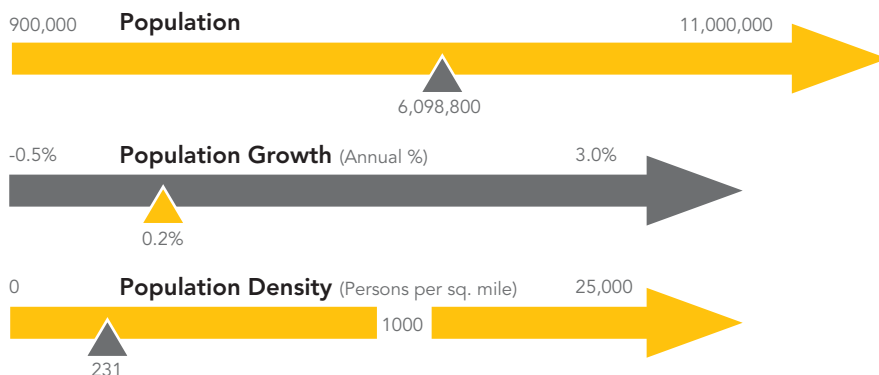
Median Value:
\$83,200

US Median: \$207,300



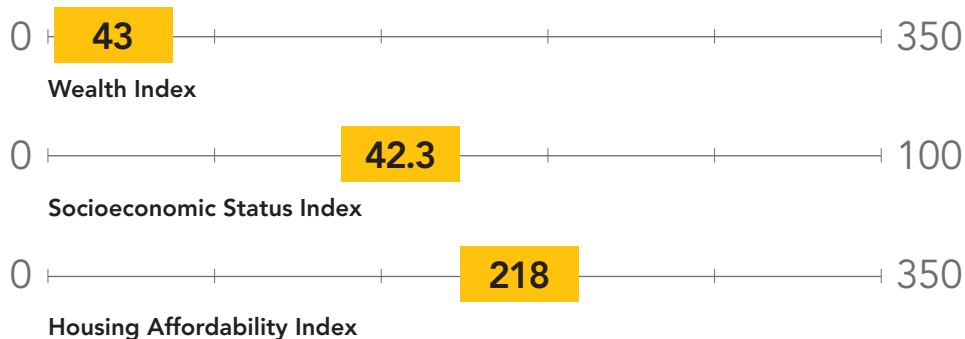
POPULATION CHARACTERISTICS

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ESRI INDEXES

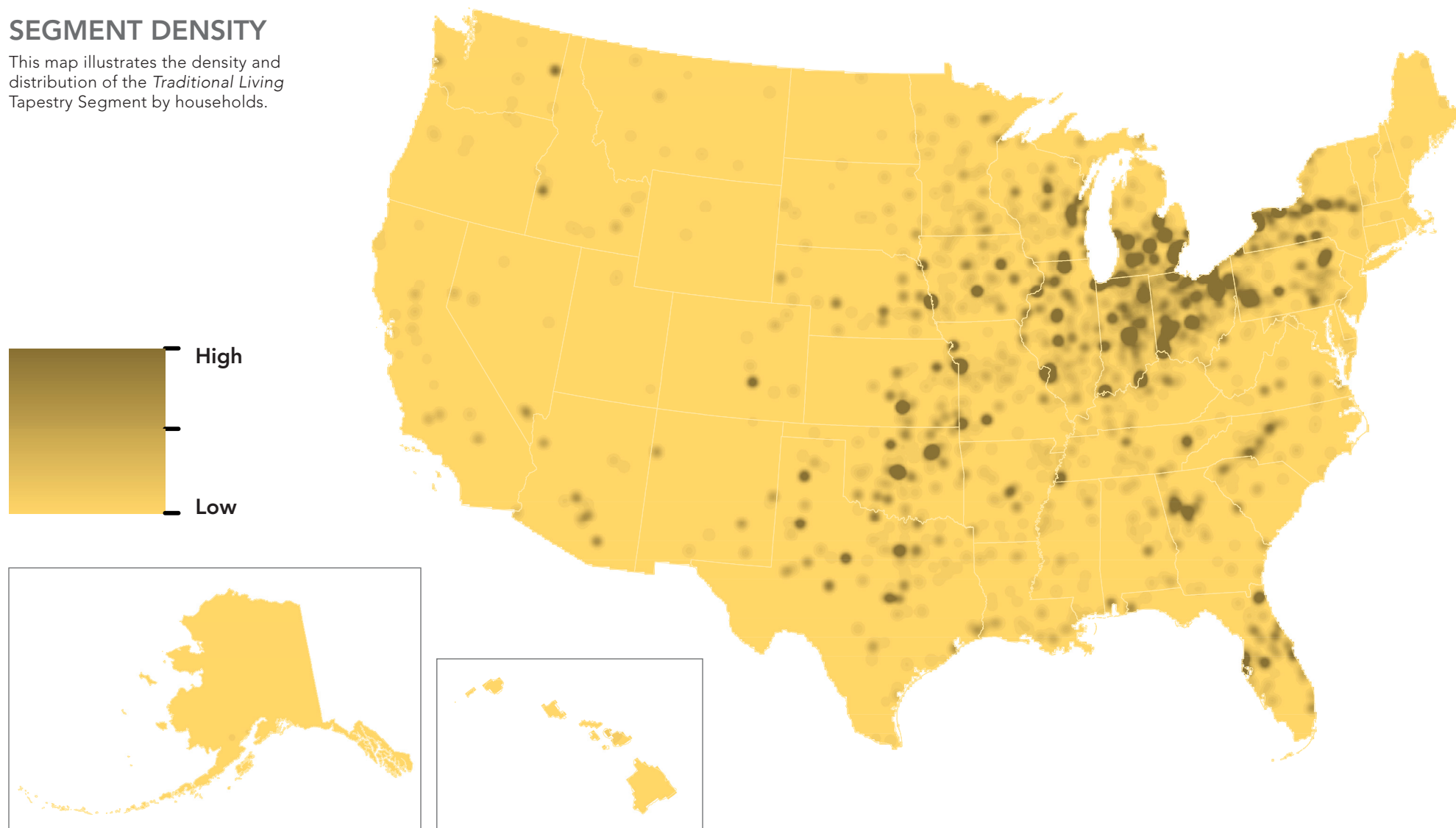
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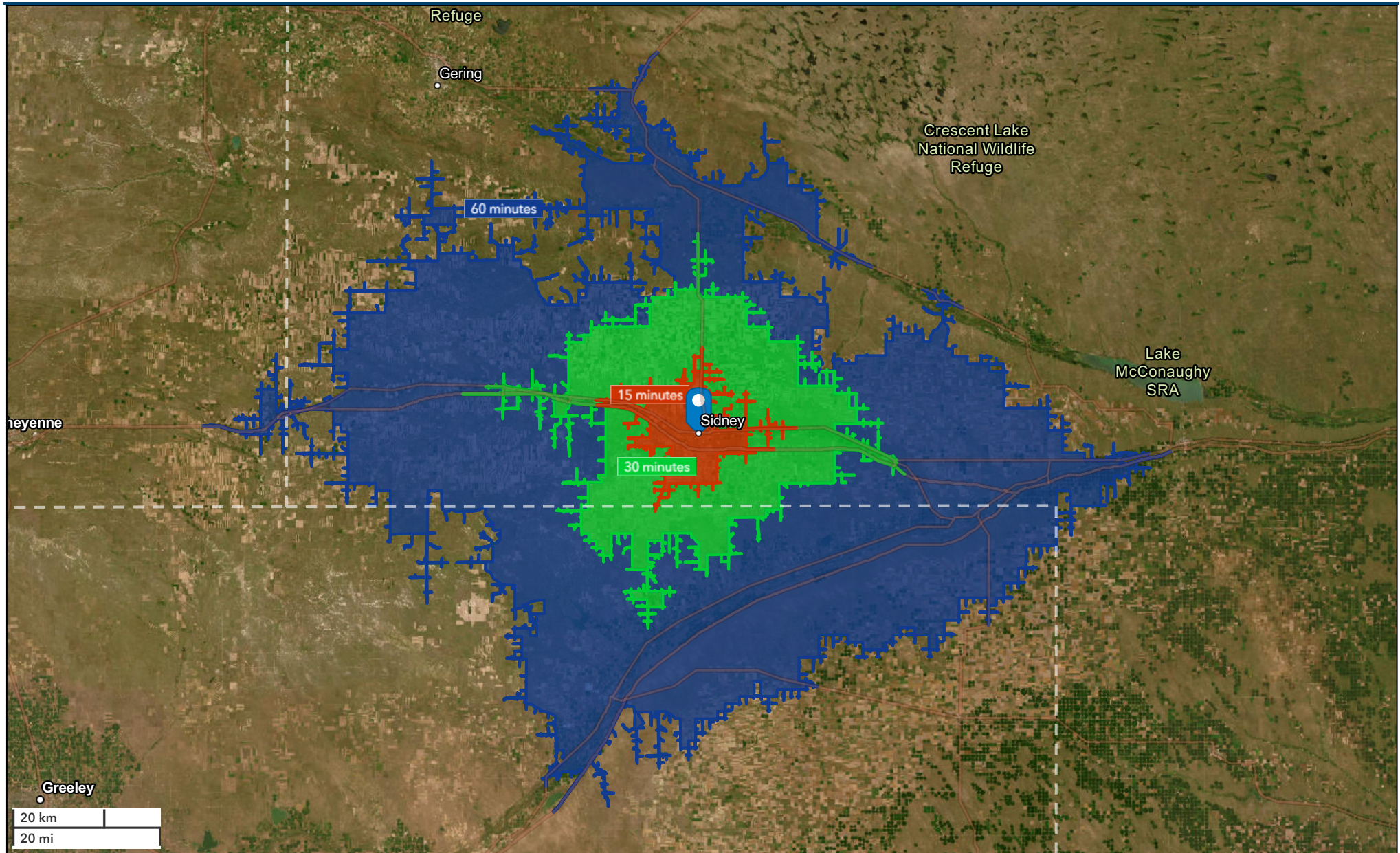




SEGMENT DENSITY

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





Retail Demand Outlook

Sidney, Nebraska



Drive time band: 0 - 15 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Heartland Communities (I3)	31.4%	Population	7,001	6,963
Legacy Hills (K1)	22.8%	Households	3,081	3,070
Middle Ground (K2)	18.1%	Families	1,823	1,803
Loyal Locals (K3)	9.8%	Median Age	41.4	42.6
Hometown Charm (E3)	9.7%	Median Household Income	\$56,939	\$61,113

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$4,710,504	\$5,023,362	\$312,858
Men's	\$961,765	\$1,025,685	\$63,920
Women's	\$1,575,303	\$1,680,012	\$104,709
Children's	\$637,232	\$679,644	\$42,412
Footwear	\$1,077,224	\$1,148,392	\$71,168
Watches & Jewelry	\$364,982	\$389,378	\$24,396
Apparel Products and Services (1)	\$93,998	\$100,251	\$6,253
Computer			
Computers and Hardware for Home Use	\$421,598	\$449,718	\$28,120
Portable Memory	\$7,863	\$8,380	\$517
Computer Software	\$37,056	\$39,493	\$2,437
Computer Accessories	\$41,902	\$44,663	\$2,761
Education			
Educational Books/Supplies/Other Expenditures	\$183,284	\$195,498	\$12,214
Other School Supplies	\$185,640	\$197,996	\$12,356

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
Entertainment & Recreation	\$8,813,206	\$9,394,021	\$580,815
Fees and Admissions	\$1,695,345	\$1,807,745	\$112,400
Membership Fees for Clubs (2)	\$587,889	\$626,898	\$39,009
Fees for Participant Sports, excl. Trips	\$298,933	\$318,818	\$19,885
Tickets to Theatre/Operas/Concerts	\$209,081	\$222,904	\$13,823
Tickets to Movies	\$66,124	\$70,538	\$4,414
Tickets to Parks or Museums	\$80,166	\$85,392	\$5,226
Admission to Sporting Events, excl. Trips	\$199,606	\$212,834	\$13,228
Fees for Recreational Lessons	\$251,413	\$268,084	\$16,671
Dating Services	\$2,135	\$2,277	\$142
TV/Video/Audio	\$2,679,628	\$2,856,705	\$177,077
Cable and Satellite Television Services	\$1,540,755	\$1,642,109	\$101,354
Televisions	\$228,061	\$243,258	\$15,197
Satellite Dishes	\$2,689	\$2,871	\$182
VCRs, Video Cameras, and DVD Players	\$8,923	\$9,512	\$589
Miscellaneous Video Equipment	\$45,291	\$48,352	\$3,061
Video Cassettes and DVDs	\$10,516	\$11,207	\$691
Video Game Hardware/Accessories	\$105,369	\$112,364	\$6,995
Video Game Software	\$48,042	\$51,241	\$3,199
Rental/Streaming/Downloaded Video	\$401,108	\$427,795	\$26,687
Installation of Televisions	\$2,125	\$2,265	\$140
Audio (3)	\$282,314	\$300,997	\$18,683
Rental of TV/VCR/Radio/Sound Equipment	\$706	\$754	\$48
Repair of TV/Radio/Sound Equipment	\$3,727	\$3,979	\$252
Pets	\$2,509,522	\$2,674,109	\$164,587
Toys/Games/Crafts/Hobbies (4)	\$401,089	\$427,546	\$26,457
Recreational Vehicles and Fees (5)	\$413,462	\$440,581	\$27,119
Sports/Recreation/Exercise Equipment (6)	\$601,928	\$641,401	\$39,473
Photo Equipment and Supplies (7)	\$141,827	\$151,259	\$9,432
Reading (8)	\$270,111	\$287,812	\$17,701
Live Entertainment-for Catered Affairs	\$49,905	\$53,136	\$3,231
Rental of Party Supplies for Catered Affairs	\$50,388	\$53,727	\$3,339

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	\$23,536,368	\$25,093,759	\$1,557,391
Food at Home	\$15,831,470	\$16,876,965	\$1,045,495
Bakery and Cereal Products	\$2,111,448	\$2,250,825	\$139,377
Meats, Poultry, Fish, and Eggs	\$3,230,604	\$3,444,174	\$213,570
Dairy Products	\$1,644,980	\$1,753,394	\$108,414
Fruits and Vegetables	\$2,616,022	\$2,788,718	\$172,696
Snacks and Other Food at Home (9)	\$6,228,416	\$6,639,854	\$411,438
Food Away from Home	\$7,704,898	\$8,216,794	\$511,896
Alcoholic Beverages	\$1,241,527	\$1,323,963	\$82,436
Financial			
Value of Stocks/Bonds/Mutual Funds	\$88,511,572	\$94,330,863	\$5,819,291
Value of Retirement Plans	\$323,660,927	\$345,007,837	\$21,346,910
Value of Other Financial Assets	\$26,917,612	\$28,702,335	\$1,784,723
Vehicle Loan Amount excluding Interest	\$7,356,006	\$7,844,151	\$488,145
Value of Credit Card Debt	\$5,972,719	\$6,369,478	\$396,759
Health			
Nonprescription Drugs	\$435,671	\$464,416	\$28,745
Prescription Drugs	\$1,200,823	\$1,280,395	\$79,572
Eyeglasses and Contact Lenses	\$311,926	\$332,416	\$20,490
Personal Care Products (10)	\$1,162,479	\$1,239,836	\$77,357
Smoking Products	\$1,207,703	\$1,287,746	\$80,043
Home			
Mortgage Payment and Basics (11)	\$25,293,040	\$26,964,592	\$1,671,552
Maintenance and Remodeling Services	\$9,671,534	\$10,304,936	\$633,402
Maintenance and Remodeling Materials (12)	\$1,991,930	\$2,122,063	\$130,133
Utilities, Fuel, and Public Services	\$13,038,859	\$13,900,938	\$862,079

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)	\$236,508	\$252,200	\$15,692
Furniture	\$1,738,421	\$1,853,789	\$115,368
Rugs	\$74,429	\$79,376	\$4,947
Major Appliances (14)	\$1,033,469	\$1,101,841	\$68,372
Housewares (15)	\$197,173	\$210,200	\$13,027
Small Appliances	\$2,730,772	\$2,911,279	\$10,283
Luggage	\$43,261	\$46,146	\$2,885
Telephones and Accessories	\$192,727	\$205,602	\$12,875
Household Operations			
Child Care	\$1,019,191	\$1,087,021	\$67,830
Lawn/Garden (16)	\$1,553,406	\$1,655,100	\$101,694
Moving/Storage/Freight Express	\$223,489	\$238,307	\$14,818
Housekeeping Supplies (17)	\$1,847,994	\$1,970,276	\$122,282
Insurance			
Owners and Renters Insurance	\$1,900,461	\$2,025,938	\$125,477
Vehicle Insurance	\$4,475,644	\$4,772,567	\$296,923
Life/Other Insurance	\$1,400,252	\$1,492,691	\$92,439
Health Insurance	\$11,139,315	\$11,873,962	\$734,647
Transportation			
Payments on Vehicles excluding Leases	\$6,465,759	\$6,894,278	\$428,519
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$7,470,462	\$7,964,849	\$494,387
Vehicle Maintenance and Repairs	\$2,891,991	\$3,083,147	\$191,156
Travel			
Airline Fares	\$1,411,905	\$1,505,398	\$93,493
Lodging on Trips	\$2,154,625	\$2,296,597	\$141,972
Auto/Truck Rental on Trips	\$227,285	\$242,320	\$15,035
Food and Drink on Trips	\$1,645,254	\$1,753,735	\$108,481

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

Sidney, Nebraska



Drive time band: 15 - 30 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Country Charm (I7)	85.6%	Population	2,889	2,852
Heartland Communities (I3)	8.1%	Households	1,302	1,288
Rooted Rural (I4)	6.3%	Families	852	837
Small Town Sincerity (I1)	0.0%	Median Age	49.6	49.2
Scenic Byways (I2)	0.0%	Median Household Income	\$76,369	\$85,254

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$2,443,494	\$2,670,738	\$227,244
Men's	\$484,232	\$529,308	\$45,076
Women's	\$785,495	\$858,242	\$72,747
Children's	\$345,475	\$377,679	\$32,204
Footwear	\$619,949	\$677,720	\$57,771
Watches & Jewelry	\$162,732	\$177,915	\$15,183
Apparel Products and Services (1)	\$45,611	\$49,874	\$4,263
Computer			
Computers and Hardware for Home Use	\$202,507	\$221,319	\$18,812
Portable Memory	\$4,887	\$5,345	\$458
Computer Software	\$21,894	\$23,955	\$2,061
Computer Accessories	\$23,669	\$25,885	\$2,216
Education			
Educational Books/Supplies/Other Expenditures	\$93,823	\$102,590	\$8,767
Other School Supplies	\$99,025	\$108,267	\$9,242

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	\$5,187,271	\$5,671,589	\$484,318
Fees and Admissions	\$869,771	\$951,041	\$81,270
Membership Fees for Clubs (2)	\$291,796	\$319,058	\$27,262
Fees for Participant Sports, excl. Trips	\$153,881	\$168,225	\$14,344
Tickets to Theatre/Operas/Concerts	\$106,797	\$116,796	\$9,999
Tickets to Movies	\$31,216	\$34,140	\$2,924
Tickets to Parks or Museums	\$53,003	\$57,956	\$4,953
Admission to Sporting Events, excl. Trips	\$112,389	\$122,941	\$10,552
Fees for Recreational Lessons	\$119,915	\$131,079	\$11,164
Dating Services	\$774	\$846	\$72
TV/Video/Audio	\$1,491,911	\$1,630,511	\$138,600
Cable and Satellite Television Services	\$899,283	\$982,693	\$83,410
Televisions	\$111,879	\$122,253	\$10,374
Satellite Dishes	\$1,388	\$1,516	\$128
VCRs, Video Cameras, and DVD Players	\$5,170	\$5,644	\$474
Miscellaneous Video Equipment	\$17,190	\$18,764	\$1,574
Video Cassettes and DVDs	\$6,070	\$6,631	\$561
Video Game Hardware/Accessories	\$56,432	\$61,720	\$5,288
Video Game Software	\$23,250	\$25,430	\$2,180
Rental/Streaming/Downloaded Video	\$217,798	\$238,173	\$20,375
Installation of Televisions	\$800	\$873	\$73
Audio (3)	\$150,588	\$164,563	\$13,975
Rental of TV/VCR/Radio/Sound Equipment	\$398	\$434	\$36
Repair of TV/Radio/Sound Equipment	\$1,664	\$1,817	\$153
Pets	\$1,603,739	\$1,753,689	\$149,950
Toys/Games/Crafts/Hobbies (4)	\$235,146	\$257,124	\$21,978
Recreational Vehicles and Fees (5)	\$281,498	\$307,878	\$26,380
Sports/Recreation/Exercise Equipment (6)	\$402,437	\$440,167	\$37,730
Photo Equipment and Supplies (7)	\$73,847	\$80,761	\$6,914
Reading (8)	\$160,194	\$175,177	\$14,983
Live Entertainment-for Catered Affairs	\$38,059	\$41,669	\$3,610
Rental of Party Supplies for Catered Affairs	\$30,671	\$33,572	\$2,901

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	\$12,873,200	\$14,068,899	\$1,195,699
Food at Home	\$8,870,312	\$9,694,718	\$824,406
Bakery and Cereal Products	\$1,177,925	\$1,287,324	\$109,399
Meats, Poultry, Fish, and Eggs	\$1,778,534	\$1,943,849	\$165,315
Dairy Products	\$957,673	\$1,046,781	\$89,108
Fruits and Vegetables	\$1,448,243	\$1,582,946	\$134,703
Snacks and Other Food at Home (9)	\$3,507,937	\$3,833,818	\$325,881
Food Away from Home	\$4,002,888	\$4,374,181	\$371,293
Alcoholic Beverages	\$620,454	\$678,180	\$57,726
Financial			
Value of Stocks/Bonds/Mutual Funds	\$48,959,939	\$53,515,808	\$4,555,869
Value of Retirement Plans	\$189,299,139	\$206,989,344	\$17,690,205
Value of Other Financial Assets	\$13,908,087	\$15,196,096	\$1,288,009
Vehicle Loan Amount excluding Interest	\$4,205,326	\$4,598,145	\$392,819
Value of Credit Card Debt	\$3,062,687	\$3,347,631	\$284,944
Health			
Nonprescription Drugs	\$247,036	\$269,884	\$22,848
Prescription Drugs	\$685,870	\$749,911	\$64,041
Eyeglasses and Contact Lenses	\$199,754	\$218,468	\$18,714
Personal Care Products (10)	\$583,805	\$637,918	\$54,113
Smoking Products	\$685,376	\$748,654	\$63,278
Home			
Mortgage Payment and Basics (11)	\$14,274,680	\$15,605,076	\$1,330,396
Maintenance and Remodeling Services	\$6,327,838	\$6,918,352	\$590,514
Maintenance and Remodeling Materials (12)	\$1,462,828	\$1,599,672	\$136,844
Utilities, Fuel, and Public Services	\$7,466,847	\$8,160,207	\$693,360

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)	\$125,748	\$137,458	\$11,710
Furniture	\$922,957	\$1,008,659	\$85,702
Rugs	\$37,977	\$41,513	\$3,536
Major Appliances (14)	\$582,392	\$636,501	\$54,109
Housewares (15)	\$107,463	\$117,412	\$9,949
Small Appliances	\$1,522,367	\$1,663,964	\$7,939
Luggage	\$20,137	\$22,004	\$1,867
Telephones and Accessories	\$99,420	\$108,712	\$9,292
Household Operations			
Child Care	\$509,760	\$557,353	\$47,593
Lawn/Garden (16)	\$1,010,722	\$1,104,775	\$94,053
Moving/Storage/Freight Express	\$104,821	\$114,570	\$9,749
Housekeeping Supplies (17)	\$1,014,254	\$1,108,111	\$93,857
Insurance			
Owners and Renters Insurance	\$1,163,870	\$1,271,953	\$108,083
Vehicle Insurance	\$2,436,754	\$2,662,478	\$225,724
Life/Other Insurance	\$799,512	\$873,628	\$74,116
Health Insurance	\$6,484,118	\$7,086,958	\$602,840
Transportation			
Payments on Vehicles excluding Leases	\$3,747,725	\$4,096,111	\$348,386
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$4,333,234	\$4,734,958	\$401,724
Vehicle Maintenance and Repairs	\$1,667,749	\$1,823,019	\$155,270
Travel			
Airline Fares	\$703,915	\$769,525	\$65,610
Lodging on Trips	\$1,232,239	\$1,347,060	\$114,821
Auto/Truck Rental on Trips	\$121,325	\$132,632	\$11,307
Food and Drink on Trips	\$931,864	\$1,018,823	\$86,959

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

Sidney, Nebraska



Drive time band: 30 - 60 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Heartland Communities (I3)	25.7%	Population	31,923	31,243
Country Charm (I7)	18.9%	Households	12,834	12,570
Room to Roam (K7)	9.1%	Families	7,654	7,435
Single Thrifties (C1)	9.1%	Median Age	42.9	43.7
Middle Ground (K2)	8.1%	Median Household Income	\$62,229	\$70,568

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$21,284,736	\$22,721,283	\$1,436,547
Men's	\$4,285,656	\$4,574,700	\$289,044
Women's	\$7,138,493	\$7,622,170	\$483,677
Children's	\$2,907,146	\$3,102,616	\$195,470
Footwear	\$4,973,506	\$5,306,640	\$333,134
Watches & Jewelry	\$1,573,147	\$1,680,895	\$107,748
Apparel Products and Services (1)	\$406,789	\$434,262	\$27,473
Computer			
Computers and Hardware for Home Use	\$1,868,858	\$1,996,086	\$127,228
Portable Memory	\$36,296	\$38,720	\$2,424
Computer Software	\$165,675	\$176,686	\$11,011
Computer Accessories	\$188,889	\$201,481	\$12,592
Education			
Educational Books/Supplies/Other Expenditures	\$813,075	\$868,127	\$55,052
Other School Supplies	\$829,391	\$885,057	\$55,666

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	\$40,543,194	\$43,245,448	\$2,702,254
Fees and Admissions	\$7,600,442	\$8,118,099	\$517,657
Membership Fees for Clubs (2)	\$2,597,966	\$2,774,723	\$176,757
Fees for Participant Sports, excl. Trips	\$1,352,401	\$1,444,895	\$92,494
Tickets to Theatre/Operas/Concerts	\$930,121	\$993,417	\$63,296
Tickets to Movies	\$287,632	\$307,352	\$19,720
Tickets to Parks or Museums	\$387,501	\$413,260	\$25,759
Admission to Sporting Events, excl. Trips	\$895,892	\$956,046	\$60,154
Fees for Recreational Lessons	\$1,139,932	\$1,218,785	\$78,853
Dating Services	\$8,996	\$9,621	\$625
TV/Video/Audio	\$12,283,005	\$13,101,753	\$818,748
Cable and Satellite Television Services	\$7,164,858	\$7,638,560	\$473,702
Televisions	\$1,022,955	\$1,092,269	\$69,314
Satellite Dishes	\$12,015	\$12,823	\$808
VCRs, Video Cameras, and DVD Players	\$43,565	\$46,444	\$2,879
Miscellaneous Video Equipment	\$211,396	\$226,280	\$14,884
Video Cassettes and DVDs	\$48,738	\$51,971	\$3,233
Video Game Hardware/Accessories	\$467,186	\$498,263	\$31,077
Video Game Software	\$207,204	\$221,241	\$14,037
Rental/Streaming/Downloaded Video	\$1,790,112	\$1,910,516	\$120,404
Installation of Televisions	\$9,685	\$10,359	\$674
Audio (3)	\$1,285,184	\$1,371,561	\$86,377
Rental of TV/VCR/Radio/Sound Equipment	\$3,636	\$3,878	\$242
Repair of TV/Radio/Sound Equipment	\$16,471	\$17,589	\$1,118
Pets	\$11,725,276	\$12,497,895	\$772,619
Toys/Games/Crafts/Hobbies (4)	\$1,840,002	\$1,962,392	\$122,390
Recreational Vehicles and Fees (5)	\$1,960,582	\$2,090,751	\$130,169
Sports/Recreation/Exercise Equipment (6)	\$2,824,183	\$3,010,102	\$185,919
Photo Equipment and Supplies (7)	\$623,348	\$665,539	\$42,191
Reading (8)	\$1,228,655	\$1,310,715	\$82,060
Live Entertainment-for Catered Affairs	\$233,749	\$249,144	\$15,395
Rental of Party Supplies for Catered Affairs	\$223,952	\$239,058	\$15,106

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	\$107,793,551	\$115,009,471	\$7,215,920
Food at Home	\$72,728,616	\$77,575,806	\$4,847,190
Bakery and Cereal Products	\$9,705,598	\$10,352,999	\$647,401
Meats, Poultry, Fish, and Eggs	\$14,769,162	\$15,753,706	\$984,544
Dairy Products	\$7,599,411	\$8,104,684	\$505,273
Fruits and Vegetables	\$11,967,250	\$12,767,287	\$800,037
Snacks and Other Food at Home (9)	\$28,687,194	\$30,597,130	\$1,909,936
Food Away from Home	\$35,064,935	\$37,433,665	\$2,368,730
Alcoholic Beverages	\$5,546,080	\$5,923,660	\$377,580
Financial			
Value of Stocks/Bonds/Mutual Funds	\$408,477,435	\$436,242,093	\$27,764,658
Value of Retirement Plans	\$1,483,795,259	\$1,583,590,698	\$99,795,439
Value of Other Financial Assets	\$122,525,875	\$130,776,944	\$8,251,069
Vehicle Loan Amount excluding Interest	\$33,582,144	\$35,824,423	\$2,242,279
Value of Credit Card Debt	\$26,783,507	\$28,592,704	\$1,809,197
Health			
Nonprescription Drugs	\$2,033,859	\$2,169,210	\$135,351
Prescription Drugs	\$5,370,802	\$5,724,732	\$353,930
Eyeglasses and Contact Lenses	\$1,443,933	\$1,539,601	\$95,668
Personal Care Products (10)	\$5,240,472	\$5,593,799	\$353,327
Smoking Products	\$5,631,896	\$6,001,435	\$369,539
Home			
Mortgage Payment and Basics (11)	\$117,123,249	\$125,028,955	\$7,905,706
Maintenance and Remodeling Services	\$46,233,346	\$49,313,608	\$3,080,262
Maintenance and Remodeling Materials (12)	\$9,678,363	\$10,312,038	\$633,675
Utilities, Fuel, and Public Services	\$60,414,594	\$64,428,018	\$4,013,424

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)	\$1,067,590	\$1,139,349	\$71,759
Furniture	\$7,947,997	\$8,483,159	\$535,162
Rugs	\$334,384	\$357,135	\$22,751
Major Appliances (14)	\$4,801,005	\$5,122,277	\$321,272
Housewares (15)	\$913,037	\$974,151	\$61,114
Small Appliances	\$12,548,765	\$13,392,198	\$47,082
Luggage	\$192,556	\$205,745	\$13,189
Telephones and Accessories	\$841,033	\$897,696	\$56,663
Household Operations			
Child Care	\$4,571,437	\$4,883,475	\$312,038
Lawn/Garden (16)	\$7,419,150	\$7,909,201	\$490,051
Moving/Storage/Freight Express	\$985,179	\$1,052,181	\$67,002
Housekeeping Supplies (17)	\$8,542,028	\$9,111,778	\$569,750
Insurance			
Owners and Renters Insurance	\$8,968,893	\$9,563,891	\$594,998
Vehicle Insurance	\$20,656,205	\$22,036,336	\$1,380,131
Life/Other Insurance	\$6,562,073	\$7,001,638	\$439,565
Health Insurance	\$51,510,859	\$54,932,078	\$3,421,219
Transportation			
Payments on Vehicles excluding Leases	\$30,049,841	\$32,050,336	\$2,000,495
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$35,003,340	\$37,327,351	\$2,324,011
Vehicle Maintenance and Repairs	\$13,326,887	\$14,216,091	\$889,204
Travel			
Airline Fares	\$6,347,975	\$6,782,622	\$434,647
Lodging on Trips	\$9,977,337	\$10,648,272	\$670,935
Auto/Truck Rental on Trips	\$1,034,020	\$1,104,045	\$70,025
Food and Drink on Trips	\$7,552,576	\$8,060,341	\$507,765

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

Sidney, 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	69	\$20,972.33	\$64,615,760
44-45	Retail Trade	70	\$18,107.13	\$55,788,061
722	Food Services & Drinking Places	61	\$2,865.21	\$8,827,699

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	71	\$2,286.96	\$7,046,117
4411	Automobile Dealers	68	\$1,877.59	\$5,784,840
4412	Other Motor Vehicle Dealers	108	\$237.28	\$731,071
4413	Auto Parts, Accessories & Tire Stores	73	\$172.09	\$530,206
442	Furniture and Home Furnishings Stores	65	\$641.44	\$1,976,268
4421	Furniture Stores	64	\$411.31	\$1,267,255
4422	Home Furnishings Stores	66	\$230.12	\$709,013
443, 4431	Electronics and Appliance Stores	63	\$180.76	\$556,926
444	Bldg Material & Garden Equipment & Supplies Dealers	77	\$1,072.74	\$3,305,105
4441	Building Material and Supplies Dealers	77	\$965.85	\$2,975,788
4442	Lawn and Garden Equipment and Supplies Stores	79	\$106.89	\$329,318
445	Food and Beverage Stores	69	\$3,939.42	\$12,137,345
4451	Grocery Stores	69	\$3,705.33	\$11,416,129
4452	Specialty Food Stores	68	\$120.90	\$372,480
4453	Beer, Wine, and Liquor Stores	63	\$113.19	\$348,736
446, 4461	Health and Personal Care Stores	76	\$634.07	\$1,953,568
447, 4471	Gasoline Stations	71	\$2,710.99	\$8,352,570
448	Clothing and Clothing Accessories Stores	63	\$801.56	\$2,469,614
4481	Clothing Stores	63	\$629.89	\$1,940,697
4482	Shoe Stores	64	\$159.25	\$490,655
4483	Jewelry, Luggage, and Leather Goods Stores	61	\$12.42	\$38,262
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	69	\$322.10	\$992,391
4511	Sporting Goods, Hobby, and Musical Inst Stores	71	\$260.21	\$801,704
4512	Book Stores and News Dealers	65	\$61.89	\$190,687
452	General Merchandise Stores	69	\$3,068.05	\$9,452,652
4522	Department Stores	63	\$249.80	\$769,631
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	70	\$2,818.25	\$8,683,021

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	75	\$472.89	\$1,456,967
4531	Florists	79	\$22.72	\$70,013
4532	Office Supplies, Stationery, and Gift Stores	67	\$66.71	\$205,523
4533	Used Merchandise Stores	70	\$61.50	\$189,474
4539	Other Miscellaneous Store Retailers	78	\$321.96	\$991,957
454	Nonstore Retailers	71	\$1,976.16	\$6,088,537
4541	Electronic Shopping and Mail-Order Houses	70	\$1,656.40	\$5,103,372
4542	Vending Machine Operators	70	\$32.55	\$100,282
4543	Direct Selling Establishments	80	\$287.21	\$884,883
722	Food Services & Drinking Places	61	\$2,865.21	\$8,827,699
7223	Special Food Services	62	\$10.46	\$32,212
7224	Drinking Places (Alcoholic Beverages)	60	\$73.58	\$226,696
7225	Restaurants and Other Eating Places	61	\$2,781.17	\$8,568,791

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

Sidney, 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	93	\$28,517.08	\$37,129,238
44-45	Retail Trade	97	\$24,952.93	\$32,488,720
722	Food Services & Drinking Places	76	\$3,564.15	\$4,640,518

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	103	\$3,313.10	\$4,313,650
4411	Automobile Dealers	93	\$2,564.79	\$3,339,354
4412	Other Motor Vehicle Dealers	226	\$497.00	\$647,088
4413	Auto Parts, Accessories & Tire Stores	106	\$251.31	\$327,208
442	Furniture and Home Furnishings Stores	85	\$845.16	\$1,100,398
4421	Furniture Stores	80	\$514.28	\$669,599
4422	Home Furnishings Stores	95	\$330.87	\$430,798
443, 4431	Electronics and Appliance Stores	75	\$215.11	\$280,069
444	Bldg Material & Garden Equipment & Supplies Dealers	125	\$1,739.02	\$2,264,207
4441	Building Material and Supplies Dealers	124	\$1,562.52	\$2,034,398
4442	Lawn and Garden Equipment and Supplies Stores	130	\$176.50	\$229,809
445	Food and Beverage Stores	92	\$5,236.98	\$6,818,549
4451	Grocery Stores	93	\$4,940.33	\$6,432,311
4452	Specialty Food Stores	88	\$157.08	\$204,513
4453	Beer, Wine, and Liquor Stores	77	\$139.57	\$181,726
446, 4461	Health and Personal Care Stores	103	\$854.36	\$1,112,377
447, 4471	Gasoline Stations	97	\$3,720.57	\$4,844,188
448	Clothing and Clothing Accessories Stores	79	\$1,003.64	\$1,306,736
4481	Clothing Stores	77	\$772.61	\$1,005,933
4482	Shoe Stores	87	\$216.21	\$281,504
4483	Jewelry, Luggage, and Leather Goods Stores	73	\$14.82	\$19,299
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	101	\$466.46	\$607,335
4511	Sporting Goods, Hobby, and Musical Inst Stores	105	\$386.45	\$503,159
4512	Book Stores and News Dealers	84	\$80.01	\$104,176
452	General Merchandise Stores	92	\$4,092.44	\$5,328,352
4522	Department Stores	77	\$305.51	\$397,768
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	94	\$3,786.93	\$4,930,584

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	113	\$706.74	\$920,177
4531	Florists	131	\$37.81	\$49,223
4532	Office Supplies, Stationery, and Gift Stores	86	\$86.64	\$112,808
4533	Used Merchandise Stores	104	\$91.43	\$119,047
4539	Other Miscellaneous Store Retailers	120	\$490.86	\$639,098
454	Nonstore Retailers	99	\$2,759.36	\$3,592,683
4541	Electronic Shopping and Mail-Order Houses	93	\$2,224.02	\$2,895,678
4542	Vending Machine Operators	92	\$42.49	\$55,320
4543	Direct Selling Establishments	138	\$492.85	\$641,685
722	Food Services & Drinking Places	76	\$3,564.15	\$4,640,518
7223	Special Food Services	76	\$12.95	\$16,862
7224	Drinking Places (Alcoholic Beverages)	73	\$88.48	\$115,203
7225	Restaurants and Other Eating Places	76	\$3,462.71	\$4,508,453

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

Sidney, 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	77	\$23,356.51	\$299,757,456
44-45	Retail Trade	78	\$20,232.70	\$259,666,527
722	Food Services & Drinking Places	67	\$3,123.81	\$40,090,929

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	81	\$2,602.06	\$33,394,802
4411	Automobile Dealers	76	\$2,110.66	\$27,088,215
4412	Other Motor Vehicle Dealers	134	\$294.83	\$3,783,867
4413	Auto Parts, Accessories & Tire Stores	83	\$196.57	\$2,522,721
442	Furniture and Home Furnishings Stores	72	\$712.30	\$9,141,626
4421	Furniture Stores	70	\$451.01	\$5,788,298
4422	Home Furnishings Stores	75	\$261.28	\$3,353,328
443, 4431	Electronics and Appliance Stores	68	\$193.71	\$2,486,136
444	Bldg Material & Garden Equipment & Supplies Dealers	90	\$1,247.18	\$16,006,317
4441	Building Material and Supplies Dealers	89	\$1,121.42	\$14,392,294
4442	Lawn and Garden Equipment and Supplies Stores	93	\$125.76	\$1,614,023
445	Food and Beverage Stores	77	\$4,355.42	\$55,897,408
4451	Grocery Stores	77	\$4,098.76	\$52,603,513
4452	Specialty Food Stores	74	\$132.98	\$1,706,728
4453	Beer, Wine, and Liquor Stores	68	\$123.67	\$1,587,167
446, 4461	Health and Personal Care Stores	84	\$699.31	\$8,974,945
447, 4471	Gasoline Stations	80	\$3,052.68	\$39,178,121
448	Clothing and Clothing Accessories Stores	69	\$873.45	\$11,209,808
4481	Clothing Stores	68	\$683.60	\$8,773,301
4482	Shoe Stores	71	\$176.47	\$2,264,831
4483	Jewelry, Luggage, and Leather Goods Stores	66	\$13.38	\$171,676
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	77	\$358.90	\$4,606,100
4511	Sporting Goods, Hobby, and Musical Inst Stores	79	\$292.06	\$3,748,275
4512	Book Stores and News Dealers	70	\$66.84	\$857,825
452	General Merchandise Stores	77	\$3,394.42	\$43,564,001
4522	Department Stores	68	\$270.43	\$3,470,656
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	78	\$3,123.99	\$40,093,345

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	86	\$537.28	\$6,895,486
4531	Florists	93	\$26.86	\$344,739
4532	Office Supplies, Stationery, and Gift Stores	73	\$72.85	\$935,002
4533	Used Merchandise Stores	80	\$70.13	\$900,070
4539	Other Miscellaneous Store Retailers	89	\$367.44	\$4,715,675
454	Nonstore Retailers	79	\$2,206.00	\$28,311,776
4541	Electronic Shopping and Mail-Order Houses	77	\$1,827.61	\$23,455,500
4542	Vending Machine Operators	78	\$36.00	\$462,043
4543	Direct Selling Establishments	96	\$342.39	\$4,394,232
722	Food Services & Drinking Places	67	\$3,123.81	\$40,090,929
7223	Special Food Services	67	\$11.38	\$146,047
7224	Drinking Places (Alcoholic Beverages)	64	\$78.42	\$1,006,388
7225	Restaurants and Other Eating Places	67	\$3,034.01	\$38,938,493

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

Sidney, Nebraska



Drive time band: 0 - 15 minute radius

Demographic Summary		2025	2030
Population		7,001	6,963
Population 18+		5,375	5,416
Households		3,081	3,070
Median Household Income		\$56,939	\$61,113
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	3,400	63.3%	100
Bought Women`s Clothing Last 12 Mo	2,787	51.9%	99
Bought Shoes Last 12 Mo	3,988	74.2%	98
Bought Fine Jewelry Last 12 Mo	1,032	19.2%	87
Bought Watch Last 12 Mo	643	12.0%	93
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	2,835	92.0%	103
HH Bought or Leased New Vehicle Last 12 Mo	223	7.2%	85
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	4,954	92.2%	103
Bought or Changed Motor Oil Last 12 Mo	3,247	60.4%	112
Had Vehicle Tune-Up Last 12 Mo	1,201	22.3%	97
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	2,131	39.6%	104
Drank Beer or Ale Last 6 Mo	1,879	35.0%	94

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	485	9.0%	106
Own Digital SLR Camera or Camcorder	440	8.2%	84
Printed Digital Photos Last 12 Mo	1,325	24.6%	99
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	1,871	34.8%	101
Have a Smartphone	5,030	93.6%	99
Have Android Phone (Any Brand) Smartphone	2,452	45.6%	122
Have Apple iPhone Smartphone	2,668	49.6%	85
HH Owns 1 Cell Phone	1,067	34.6%	115
HH Owns 2 Cell Phones	1,204	39.1%	101
HH Owns 3+ Cell Phones	736	23.9%	83
HH Has Cell Phone Only (No Landline Telephone)	2,392	77.6%	103
Computers (Households)			
HH Owns Computer	2,428	78.8%	95
HH Owns Desktop Computer	1,089	35.4%	95
HH Owns Laptop or Notebook	1,957	63.5%	92
HH Owns Apple or Mac Brand Computer	547	17.8%	71
HH Owns PC or Non-Apple Brand Computer	2,120	68.8%	99
HH Purchased Most Recent Home Computer at Store	1,114	36.2%	103
HH Purchased Most Recent Home Computer Online	749	24.3%	90
HH Spent \$1-499 on Most Recent Home Computer	468	15.2%	117
HH Spent \$500-999 on Most Recent Home Computer	558	18.1%	102
HH Spent \$1K-1499 on Most Recent Home Computer	292	9.5%	85
HH Spent \$1500-1999 on Most Recent Home Computer	95	3.1%	76
HH Spent \$2000+ on Most Recent Home Computer	149	4.8%	77

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	3,827	71.2%	108
Bought Brewed Coffee at Convenience Store Last 30 Days	709	13.2%	105
Bought Cigarettes at Convenience Store Last 30 Days	463	8.6%	151
Bought Gas at Convenience Store Last 30 Days	2,627	48.9%	119
Spent \$1-19 at Convenience Store Last 30 Days	307	5.7%	90
Spent \$20-39 at Convenience Store Last 30 Days	394	7.3%	91
Spent \$40-50 at Convenience Store Last 30 Days	378	7.0%	111
Spent \$51-99 at Convenience Store Last 30 Days	313	5.8%	109
Spent \$100+ at Convenience Store Last 30 Days	1,666	31.0%	126
Entertainment (Adults)			
Attended Movie Last 6 Mo	2,634	49.0%	92
Went to Live Theater Last 12 Mo	496	9.2%	79
Went to Bar or Night Club Last 12 Mo	996	18.5%	96
Dined Out Last 12 Mo	2,988	55.6%	99
Gambled at Casino Last 12 Mo	660	12.3%	96
Visited Theme Park Last 12 Mo	802	14.9%	79
Viewed Movie (Video-on-Demand) Last 30 Days	341	6.3%	77
Viewed TV Show (Video-on-Demand) Last 30 Days	220	4.1%	75
Used Internet to Download Movie Last 30 Days	277	5.2%	76
Downloaded Individual Song Last 6 Mo	931	17.3%	95
Used Internet to Watch Movie Last 30 Days	1,695	31.5%	90
Used Internet to Watch TV Program Last 30 Days	1,182	22.0%	97
Played (Console) Video or Electronic Game Last 12 Mo	714	13.3%	104
Played (Portable) Video or Electronic Game Last 12 Mo	372	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.



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	1,810	33.7%	95
Used ATM or Cash Machine Last 12 Mo	3,270	60.8%	100
Own Any Stock	571	10.6%	77
Own U.S. Savings Bonds	368	6.8%	91
Own Shares in Mutual Fund (Stocks)	526	9.8%	81
Own Shares in Mutual Fund (Bonds)	353	6.6%	86
Have Interest Checking Account	1,986	37.0%	98
Have Non-Interest Checking Account	2,157	40.1%	111
Have Savings Account	3,793	70.6%	98
Have 401(k) Retirement Savings Plan	1,241	23.1%	95
Own or Used Any Credit or Debit Card Last 12 Mo	4,939	91.9%	100
Avg \$1-110 Monthly Credit Card Expenditures	1,131	21.0%	108
Avg \$111-225 Monthly Credit Card Expenditures	613	11.4%	93
Avg \$226-450 Monthly Credit Card Expenditures	498	9.3%	110
Avg \$451-700 Monthly Credit Card Expenditures	425	7.9%	91
Avg \$701-1000 Monthly Credit Card Expenditures	359	6.7%	86
Avg \$1001-2000 Monthly Credit Card Expenditures	507	9.4%	82
Avg \$2001+ Monthly Credit Card Expenditures	457	8.5%	63
Did Online Banking Last 12 Mo	2,900	54.0%	97
Did Mobile Device Banking Last 12 Mo	2,477	46.1%	94
Grocery (Adults)			
HH Used Bread Last 6 Mo	2,929	95.1%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	2,321	75.3%	99
HH Used Turkey (Fresh or Frozen) Last 6 Mo	624	20.3%	101
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	1,603	52.0%	91
HH Used Fresh Fruit or Vegetables Last 6 Mo	2,755	89.4%	99
HH Used Fresh Milk Last 6 Mo	2,593	84.2%	103
HH Used Organic Food Last 6 Mo	628	20.4%	82

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	2,272	42.3%	92
Exercise at Club 2+ Times Per Week	547	10.2%	77
Visited Doctor Last 12 Mo	4,336	80.7%	101
Used Vitamins or Dietary Supplements Last 6 Mo	3,458	64.3%	99
Home (Households)			
HH Did Home Improvement Last 12 Mo	1,086	35.3%	104
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	930	30.2%	89
HH Purchased Low Ticket HH Furnishing Last 12 Mo	679	22.0%	105
HH Purchased Big Ticket HH Furnishing Last 12 Mo	734	23.8%	100
HH Bought Small Kitchen Appliance Last 12 Mo	708	23.0%	100
HH Purchased Large Appliance/12 Mo	558	18.1%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,883	53.6%	106
Personally Carry Any Medical or Hospital or Accident Insurance	4,631	86.2%	102
Homeowner Carries Insurance on Home/Personal Property	3,341	62.2%	106
Renter Carries Insurance on Home/Personal Property	690	12.8%	96
HH Has 1 Vehicle Covered with Auto Insurance	1,088	35.3%	109
HH Has 2 Vehicles Covered with Auto Insurance	901	29.2%	95
HH Has 3+ Vehicles Covered with Auto Insurance	797	25.9%	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.

 **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	1,784	57.9%	113
HH Owns 1+ Cats	965	31.3%	131
HH Owns 1+ Dogs	1,311	42.5%	111
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	710	13.2%	82
Buying American Is Important: 4-Agr Cmpl	1,734	32.3%	118
Buy Based on Quality Not Price: 4-Agr Cmpl	631	11.7%	83
Buy on Credit Rather Than Wait: 4-Agr Cmpl	635	11.8%	96
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	559	10.4%	104
Will Pay More for Environ Safe Products: 4-Agr Cmpl	520	9.7%	89
Buy Based on Price Not Brands: 4-Agr Cmpl	1,643	30.6%	112
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	177	3.3%	84
Reading (Adults)			
Bought Digital Book Last 12 Mo	832	15.5%	87
Bought Hardcover Book Last 12 Mo	1,350	25.1%	97
Bought Paperback Book Last 12 Mo	1,707	31.8%	94
Read Daily Newspaper (Paper Version)	475	8.8%	126
Read Digital Newspaper Last 30 Days	2,558	47.6%	87
Read Magazine (Paper or Electronic Version) Last 6 Mo	4,509	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	3,868	72.0%	99
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	1,278	23.8%	98
Went to Fast Food or Drive-In Restaurant Last 6 Mo	4,936	91.8%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	2,131	39.6%	100
Ordered Eat-In Fast Food Last 6 Mo	1,808	33.6%	101
Ordered Home Delivery Fast Food Last 6 Mo	573	10.7%	87
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	2,904	54.0%	111
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	1,097	20.4%	89
Television & Electronics (Adults/Households)			
Own Tablet	2,822	52.5%	93
Own E-Reader	743	13.8%	84
Own E-Reader or Tablet: Apple iPad	1,526	28.4%	78
HH Owns Internet Connectable TV	1,279	41.5%	100
Own Portable MP3 Player	435	8.1%	105
HH Owns 1 TV	620	20.1%	102
HH Owns 2 TVs	878	28.5%	103
HH Owns 3 TVs	670	21.8%	99
HH Owns 4+ TVs	673	21.8%	100
HH Subscribes to Cable TV	821	26.6%	94
HH Subscribes to Fiber Optic TV	49	1.6%	49
HH Owns Portable GPS Device	583	18.9%	114
HH Purchased Video Game System Last 12 Mo	150	4.9%	69
HH Owns Internet Video Device for TV	1,587	51.5%	98

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	3,070	57.1%	92
Took 3+ Domestic Non-Business Trips Last 12 Mo	863	16.1%	88
Spent \$1-999 on Domestic Vacations Last 12 Mo	632	11.8%	107
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	349	6.5%	94
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	234	4.3%	91
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	274	5.1%	91
Spent \$3K+ on Domestic Vacations Last 12 Mo	513	9.5%	80
Used Internet Travel Site for Domestic Trip Last 12 Mo	285	5.3%	83
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	1,089	20.3%	67
Took 3+ Foreign Trips by Plane Last 3 Yrs	155	2.9%	52
Spent \$1-999 on Foreign Vacations Last 12 Mo	141	2.6%	62
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	159	3.0%	69
Spent \$3K+ on Foreign Vacations Last 12 Mo	316	5.9%	61
Used General Travel Site: Foreign Trip Last 3 Yrs	189	3.5%	66
Spent Night at Hotel or Motel Last 12 Mo	2,700	50.2%	92
Took Cruise of More Than One Day Last 3 Yrs	340	6.3%	72
Member of Frequent Flyer Program	932	17.3%	63
Member of Hotel Rewards Program	1,363	25.4%	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.

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Retail Market Potential

Sidney, Nebraska



Drive time band: 15 - 30 minute radius

Demographic Summary		2025	2030
Population		2,889	2,852
Population 18+		2,348	2,348
Households		1,302	1,288
Median Household Income		\$76,369	\$85,254
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	1,545	65.8%	104
Bought Women`s Clothing Last 12 Mo	1,225	52.2%	100
Bought Shoes Last 12 Mo	1,816	77.3%	102
Bought Fine Jewelry Last 12 Mo	440	18.7%	85
Bought Watch Last 12 Mo	267	11.4%	89
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	1,241	95.3%	107
HH Bought or Leased New Vehicle Last 12 Mo	102	7.8%	92
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	2,226	94.8%	106
Bought or Changed Motor Oil Last 12 Mo	1,486	63.3%	117
Had Vehicle Tune-Up Last 12 Mo	480	20.4%	89
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	908	38.7%	101
Drank Beer or Ale Last 6 Mo	894	38.1%	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.

 **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	226	9.6%	113
Own Digital SLR Camera or Camcorder	219	9.3%	96
Printed Digital Photos Last 12 Mo	630	26.8%	108
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	772	32.9%	95
Have a Smartphone	2,182	92.9%	99
Have Android Phone (Any Brand) Smartphone	1,017	43.3%	115
Have Apple iPhone Smartphone	1,187	50.5%	86
HH Owns 1 Cell Phone	379	29.1%	97
HH Owns 2 Cell Phones	587	45.1%	116
HH Owns 3+ Cell Phones	316	24.3%	84
HH Has Cell Phone Only (No Landline Telephone)	970	74.5%	99
Computers (Households)			
HH Owns Computer	1,065	81.8%	99
HH Owns Desktop Computer	488	37.5%	101
HH Owns Laptop or Notebook	841	64.6%	94
HH Owns Apple or Mac Brand Computer	222	17.1%	68
HH Owns PC or Non-Apple Brand Computer	932	71.6%	103
HH Purchased Most Recent Home Computer at Store	504	38.7%	110
HH Purchased Most Recent Home Computer Online	326	25.0%	93
HH Spent \$1-499 on Most Recent Home Computer	207	15.9%	123
HH Spent \$500-999 on Most Recent Home Computer	260	20.0%	113
HH Spent \$1K-1499 on Most Recent Home Computer	127	9.8%	88
HH Spent \$1500-1999 on Most Recent Home Computer	38	2.9%	72
HH Spent \$2000+ on Most Recent Home Computer	53	4.1%	65

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	1,730	73.7%	112
Bought Brewed Coffee at Convenience Store Last 30 Days	357	15.2%	121
Bought Cigarettes at Convenience Store Last 30 Days	174	7.4%	130
Bought Gas at Convenience Store Last 30 Days	1,244	53.0%	129
Spent \$1-19 at Convenience Store Last 30 Days	109	4.6%	74
Spent \$20-39 at Convenience Store Last 30 Days	173	7.4%	91
Spent \$40-50 at Convenience Store Last 30 Days	149	6.3%	100
Spent \$51-99 at Convenience Store Last 30 Days	124	5.3%	99
Spent \$100+ at Convenience Store Last 30 Days	822	35.0%	142
Entertainment (Adults)			
Attended Movie Last 6 Mo	1,116	47.5%	89
Went to Live Theater Last 12 Mo	199	8.5%	73
Went to Bar or Night Club Last 12 Mo	456	19.4%	100
Dined Out Last 12 Mo	1,412	60.1%	107
Gambled at Casino Last 12 Mo	282	12.0%	94
Visited Theme Park Last 12 Mo	256	10.9%	58
Viewed Movie (Video-on-Demand) Last 30 Days	113	4.8%	59
Viewed TV Show (Video-on-Demand) Last 30 Days	61	2.6%	47
Used Internet to Download Movie Last 30 Days	87	3.7%	55
Downloaded Individual Song Last 6 Mo	373	15.9%	87
Used Internet to Watch Movie Last 30 Days	633	27.0%	77
Used Internet to Watch TV Program Last 30 Days	417	17.8%	78
Played (Console) Video or Electronic Game Last 12 Mo	281	12.0%	94
Played (Portable) Video or Electronic Game Last 12 Mo	131	5.6%	77

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	830	35.4%	100
Used ATM or Cash Machine Last 12 Mo	1,348	57.4%	95
Own Any Stock	290	12.3%	90
Own U.S. Savings Bonds	188	8.0%	107
Own Shares in Mutual Fund (Stocks)	320	13.6%	113
Own Shares in Mutual Fund (Bonds)	194	8.3%	108
Have Interest Checking Account	1,005	42.8%	114
Have Non-Interest Checking Account	957	40.8%	112
Have Savings Account	1,766	75.2%	105
Have 401(k) Retirement Savings Plan	573	24.4%	101
Own or Used Any Credit or Debit Card Last 12 Mo	2,175	92.6%	101
Avg \$1-110 Monthly Credit Card Expenditures	493	21.0%	107
Avg \$111-225 Monthly Credit Card Expenditures	243	10.3%	84
Avg \$226-450 Monthly Credit Card Expenditures	215	9.2%	109
Avg \$451-700 Monthly Credit Card Expenditures	204	8.7%	99
Avg \$701-1000 Monthly Credit Card Expenditures	163	6.9%	89
Avg \$1001-2000 Monthly Credit Card Expenditures	299	12.7%	111
Avg \$2001+ Monthly Credit Card Expenditures	252	10.7%	80
Did Online Banking Last 12 Mo	1,276	54.3%	98
Did Mobile Device Banking Last 12 Mo	1,077	45.9%	94
Grocery (Adults)			
HH Used Bread Last 6 Mo	1,247	95.8%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	1,034	79.4%	104
HH Used Turkey (Fresh or Frozen) Last 6 Mo	294	22.6%	113
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	709	54.5%	95
HH Used Fresh Fruit or Vegetables Last 6 Mo	1,201	92.2%	102
HH Used Fresh Milk Last 6 Mo	1,142	87.7%	107
HH Used Organic Food Last 6 Mo	218	16.7%	67

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	1,031	43.9%	96
Exercise at Club 2+ Times Per Week	190	8.1%	61
Visited Doctor Last 12 Mo	1,897	80.8%	101
Used Vitamins or Dietary Supplements Last 6 Mo	1,552	66.1%	101
Home (Households)			
HH Did Home Improvement Last 12 Mo	554	42.5%	125
HH Used Maid/Prof Cleaning Srvs (Incl Furn/Carpet) Last 12 Mo	422	32.4%	95
HH Purchased Low Ticket HH Furnishing Last 12 Mo	270	20.7%	99
HH Purchased Big Ticket HH Furnishing Last 12 Mo	280	21.5%	90
HH Bought Small Kitchen Appliance Last 12 Mo	271	20.8%	91
HH Purchased Large Appliance/12 Mo	236	18.1%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	1,375	58.6%	116
Personally Carry Any Medical or Hospital or Accident Insurance	2,099	89.4%	106
Homeowner Carries Insurance on Home/Personal Property	1,743	74.2%	126
Renter Carries Insurance on Home/Personal Property	211	9.0%	67
HH Has 1 Vehicle Covered with Auto Insurance	322	24.7%	77
HH Has 2 Vehicles Covered with Auto Insurance	386	29.6%	96
HH Has 3+ Vehicles Covered with Auto Insurance	512	39.3%	155

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
Pets (Households)			
HH Owns Any Pet	850	65.3%	127
HH Owns 1+ Cats	484	37.2%	155
HH Owns 1+ Dogs	670	51.5%	135
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	233	9.9%	62
Buying American Is Important: 4-Agr Cmpl	974	41.5%	152
Buy Based on Quality Not Price: 4-Agr Cmpl	269	11.5%	81
Buy on Credit Rather Than Wait: 4-Agr Cmpl	246	10.5%	85
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	252	10.7%	108
Will Pay More for Environ Safe Products: 4-Agr Cmpl	166	7.1%	65
Buy Based on Price Not Brands: 4-Agr Cmpl	698	29.7%	109
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	49	2.1%	53
Reading (Adults)			
Bought Digital Book Last 12 Mo	365	15.6%	88
Bought Hardcover Book Last 12 Mo	594	25.3%	98
Bought Paperback Book Last 12 Mo	720	30.7%	91
Read Daily Newspaper (Paper Version)	223	9.5%	136
Read Digital Newspaper Last 30 Days	904	38.5%	71
Read Magazine (Paper or Electronic Version) Last 6 Mo	1,904	81.1%	93

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	1,698	72.3%	100
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	537	22.9%	94
Went to Fast Food or Drive-In Restaurant Last 6 Mo	2,156	91.8%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	815	34.7%	87
Ordered Eat-In Fast Food Last 6 Mo	895	38.1%	115
Ordered Home Delivery Fast Food Last 6 Mo	169	7.2%	59
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	1,253	53.4%	109
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	433	18.4%	81
Television & Electronics (Adults/Households)			
Own Tablet	1,168	49.7%	88
Own E-Reader	291	12.4%	76
Own E-Reader or Tablet: Apple iPad	659	28.1%	77
HH Owns Internet Connectable TV	555	42.6%	103
Own Portable MP3 Player	196	8.3%	109
HH Owns 1 TV	213	16.4%	83
HH Owns 2 TVs	369	28.3%	102
HH Owns 3 TVs	303	23.3%	106
HH Owns 4+ TVs	339	26.0%	119
HH Subscribes to Cable TV	237	18.2%	64
HH Subscribes to Fiber Optic TV	7	0.5%	17
HH Owns Portable GPS Device	290	22.3%	134
HH Purchased Video Game System Last 12 Mo	44	3.4%	48
HH Owns Internet Video Device for TV	687	52.8%	100

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
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	1,458	62.1%	100
Took 3+ Domestic Non-Business Trips Last 12 Mo	388	16.5%	90
Spent \$1-999 on Domestic Vacations Last 12 Mo	275	11.7%	106
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	170	7.2%	104
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	120	5.1%	107
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	172	7.3%	131
Spent \$3K+ on Domestic Vacations Last 12 Mo	231	9.8%	83
Used Internet Travel Site for Domestic Trip Last 12 Mo	131	5.6%	87
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	479	20.4%	67
Took 3+ Foreign Trips by Plane Last 3 Yrs	58	2.5%	44
Spent \$1-999 on Foreign Vacations Last 12 Mo	88	3.8%	88
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	63	2.7%	62
Spent \$3K+ on Foreign Vacations Last 12 Mo	139	5.9%	61
Used General Travel Site: Foreign Trip Last 3 Yrs	67	2.9%	53
Spent Night at Hotel or Motel Last 12 Mo	1,283	54.6%	100
Took Cruise of More Than One Day Last 3 Yrs	142	6.0%	69
Member of Frequent Flyer Program	401	17.1%	62
Member of Hotel Rewards Program	652	27.8%	94

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

Sidney, Nebraska



Drive time band: 30 - 60 minute radius

Demographic Summary		2025	2030
Population		31,923	31,243
Population 18+		25,850	25,549
Households		12,834	12,570
Median Household Income		\$62,229	\$70,568
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	16,634	64.3%	101
Bought Women`s Clothing Last 12 Mo	13,465	52.1%	100
Bought Shoes Last 12 Mo	19,597	75.8%	100
Bought Fine Jewelry Last 12 Mo	4,975	19.3%	88
Bought Watch Last 12 Mo	3,057	11.8%	92
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	11,891	92.7%	104
HH Bought or Leased New Vehicle Last 12 Mo	944	7.4%	87
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	24,109	93.3%	105
Bought or Changed Motor Oil Last 12 Mo	15,784	61.1%	113
Had Vehicle Tune-Up Last 12 Mo	5,688	22.0%	96
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	10,409	40.3%	106
Drank Beer or Ale Last 6 Mo	9,243	35.8%	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.

 **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	2,356	9.1%	107
Own Digital SLR Camera or Camcorder	2,238	8.7%	89
Printed Digital Photos Last 12 Mo	6,591	25.5%	102
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	8,846	34.2%	99
Have a Smartphone	24,162	93.5%	99
Have Android Phone (Any Brand) Smartphone	11,585	44.8%	119
Have Apple iPhone Smartphone	12,962	50.1%	85
HH Owns 1 Cell Phone	4,108	32.0%	107
HH Owns 2 Cell Phones	5,246	40.9%	106
HH Owns 3+ Cell Phones	3,191	24.9%	86
HH Has Cell Phone Only (No Landline Telephone)	9,798	76.3%	101
Computers (Households)			
HH Owns Computer	10,261	80.0%	96
HH Owns Desktop Computer	4,670	36.4%	98
HH Owns Laptop or Notebook	8,267	64.4%	94
HH Owns Apple or Mac Brand Computer	2,299	17.9%	72
HH Owns PC or Non-Apple Brand Computer	8,984	70.0%	101
HH Purchased Most Recent Home Computer at Store	4,665	36.4%	104
HH Purchased Most Recent Home Computer Online	3,182	24.8%	92
HH Spent \$1-499 on Most Recent Home Computer	2,006	15.6%	121
HH Spent \$500-999 on Most Recent Home Computer	2,335	18.2%	103
HH Spent \$1K-1499 on Most Recent Home Computer	1,249	9.7%	88
HH Spent \$1500-1999 on Most Recent Home Computer	388	3.0%	74
HH Spent \$2000+ on Most Recent Home Computer	610	4.8%	75

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	18,649	72.1%	109
Bought Brewed Coffee at Convenience Store Last 30 Days	3,575	13.8%	110
Bought Cigarettes at Convenience Store Last 30 Days	2,174	8.4%	147
Bought Gas at Convenience Store Last 30 Days	12,890	49.9%	122
Spent \$1-19 at Convenience Store Last 30 Days	1,406	5.4%	86
Spent \$20-39 at Convenience Store Last 30 Days	1,943	7.5%	93
Spent \$40-50 at Convenience Store Last 30 Days	1,734	6.7%	106
Spent \$51-99 at Convenience Store Last 30 Days	1,476	5.7%	107
Spent \$100+ at Convenience Store Last 30 Days	8,276	32.0%	130
Entertainment (Adults)			
Attended Movie Last 6 Mo	12,540	48.5%	91
Went to Live Theater Last 12 Mo	2,345	9.1%	78
Went to Bar or Night Club Last 12 Mo	4,790	18.5%	96
Dined Out Last 12 Mo	14,801	57.3%	102
Gambled at Casino Last 12 Mo	3,103	12.0%	93
Visited Theme Park Last 12 Mo	3,616	14.0%	74
Viewed Movie (Video-on-Demand) Last 30 Days	1,570	6.1%	74
Viewed TV Show (Video-on-Demand) Last 30 Days	942	3.6%	66
Used Internet to Download Movie Last 30 Days	1,277	4.9%	73
Downloaded Individual Song Last 6 Mo	4,363	16.9%	93
Used Internet to Watch Movie Last 30 Days	7,807	30.2%	86
Used Internet to Watch TV Program Last 30 Days	5,287	20.4%	90
Played (Console) Video or Electronic Game Last 12 Mo	3,292	12.7%	100
Played (Portable) Video or Electronic Game Last 12 Mo	1,702	6.6%	90

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	9,085	35.1%	100
Used ATM or Cash Machine Last 12 Mo	15,445	59.8%	99
Own Any Stock	2,867	11.1%	81
Own U.S. Savings Bonds	1,874	7.3%	97
Own Shares in Mutual Fund (Stocks)	2,815	10.9%	91
Own Shares in Mutual Fund (Bonds)	1,821	7.0%	92
Have Interest Checking Account	10,094	39.0%	104
Have Non-Interest Checking Account	10,313	39.9%	110
Have Savings Account	18,687	72.3%	101
Have 401(k) Retirement Savings Plan	6,097	23.6%	98
Own or Used Any Credit or Debit Card Last 12 Mo	23,861	92.3%	100
Avg \$1-110 Monthly Credit Card Expenditures	5,447	21.1%	108
Avg \$111-225 Monthly Credit Card Expenditures	2,849	11.0%	90
Avg \$226-450 Monthly Credit Card Expenditures	2,297	8.9%	106
Avg \$451-700 Monthly Credit Card Expenditures	2,104	8.1%	93
Avg \$701-1000 Monthly Credit Card Expenditures	1,792	6.9%	89
Avg \$1001-2000 Monthly Credit Card Expenditures	2,724	10.5%	91
Avg \$2001+ Monthly Credit Card Expenditures	2,544	9.8%	73
Did Online Banking Last 12 Mo	14,043	54.3%	98
Did Mobile Device Banking Last 12 Mo	11,930	46.1%	94
Grocery (Adults)			
HH Used Bread Last 6 Mo	12,233	95.3%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	9,874	76.9%	101
HH Used Turkey (Fresh or Frozen) Last 6 Mo	2,676	20.9%	104
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	6,884	53.6%	94
HH Used Fresh Fruit or Vegetables Last 6 Mo	11,566	90.1%	100
HH Used Fresh Milk Last 6 Mo	10,953	85.3%	104
HH Used Organic Food Last 6 Mo	2,445	19.1%	77

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	11,083	42.9%	93
Exercise at Club 2+ Times Per Week	2,525	9.8%	73
Visited Doctor Last 12 Mo	20,807	80.5%	101
Used Vitamins or Dietary Supplements Last 6 Mo	16,752	64.8%	99
Home (Households)			
HH Did Home Improvement Last 12 Mo	4,748	37.0%	109
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	3,991	31.1%	91
HH Purchased Low Ticket HH Furnishing Last 12 Mo	2,785	21.7%	103
HH Purchased Big Ticket HH Furnishing Last 12 Mo	3,023	23.6%	99
HH Bought Small Kitchen Appliance Last 12 Mo	2,850	22.2%	97
HH Purchased Large Appliance/12 Mo	2,365	18.4%	103
Insurance (Adults/Households)			
Currently Carry Life Insurance	14,269	55.2%	109
Personally Carry Any Medical or Hospital or Accident Insurance	22,578	87.3%	103
Homeowner Carries Insurance on Home/Personal Property	17,242	66.7%	113
Renter Carries Insurance on Home/Personal Property	2,840	11.0%	82
HH Has 1 Vehicle Covered with Auto Insurance	3,989	31.1%	96
HH Has 2 Vehicles Covered with Auto Insurance	3,861	30.1%	98
HH Has 3+ Vehicles Covered with Auto Insurance	3,854	30.0%	118

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	7,722	60.2%	117
HH Owns 1+ Cats	4,186	32.6%	136
HH Owns 1+ Dogs	5,795	45.1%	118
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	3,171	12.3%	77
Buying American Is Important: 4-Agr Cmpl	9,097	35.2%	129
Buy Based on Quality Not Price: 4-Agr Cmpl	3,110	12.0%	85
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,926	11.3%	92
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	2,707	10.5%	105
Will Pay More for Environ Safe Products: 4-Agr Cmpl	2,217	8.6%	79
Buy Based on Price Not Brands: 4-Agr Cmpl	7,729	29.9%	110
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	733	2.8%	72
Reading (Adults)			
Bought Digital Book Last 12 Mo	4,033	15.6%	88
Bought Hardcover Book Last 12 Mo	6,613	25.6%	99
Bought Paperback Book Last 12 Mo	8,197	31.7%	94
Read Daily Newspaper (Paper Version)	2,220	8.6%	123
Read Digital Newspaper Last 30 Days	11,615	44.9%	82
Read Magazine (Paper or Electronic Version) Last 6 Mo	21,575	83.5%	96

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	18,740	72.5%	100
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	6,132	23.7%	97
Went to Fast Food or Drive-In Restaurant Last 6 Mo	23,760	91.9%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	9,932	38.4%	97
Ordered Eat-In Fast Food Last 6 Mo	8,942	34.6%	104
Ordered Home Delivery Fast Food Last 6 Mo	2,493	9.6%	78
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	13,944	53.9%	111
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	5,217	20.2%	88
Television & Electronics (Adults/Households)			
Own Tablet	13,515	52.3%	93
Own E-Reader	3,511	13.6%	83
Own E-Reader or Tablet: Apple iPad	7,597	29.4%	81
HH Owns Internet Connectable TV	5,503	42.9%	103
Own Portable MP3 Player	2,139	8.3%	108
HH Owns 1 TV	2,391	18.6%	94
HH Owns 2 TVs	3,568	27.8%	100
HH Owns 3 TVs	2,951	23.0%	104
HH Owns 4+ TVs	2,977	23.2%	106
HH Subscribes to Cable TV	3,098	24.1%	85
HH Subscribes to Fiber Optic TV	177	1.4%	43
HH Owns Portable GPS Device	2,495	19.4%	117
HH Purchased Video Game System Last 12 Mo	565	4.4%	62
HH Owns Internet Video Device for TV	6,652	51.8%	99

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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	15,349	59.4%	96
Took 3+ Domestic Non-Business Trips Last 12 Mo	4,398	17.0%	93
Spent \$1-999 on Domestic Vacations Last 12 Mo	3,020	11.7%	106
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	1,775	6.9%	99
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	1,158	4.5%	94
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	1,551	6.0%	107
Spent \$3K+ on Domestic Vacations Last 12 Mo	2,581	10.0%	84
Used Internet Travel Site for Domestic Trip Last 12 Mo	1,370	5.3%	83
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	5,385	20.8%	68
Took 3+ Foreign Trips by Plane Last 3 Yrs	732	2.8%	51
Spent \$1-999 on Foreign Vacations Last 12 Mo	818	3.2%	75
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	734	2.8%	66
Spent \$3K+ on Foreign Vacations Last 12 Mo	1,617	6.3%	65
Used General Travel Site: Foreign Trip Last 3 Yrs	886	3.4%	64
Spent Night at Hotel or Motel Last 12 Mo	13,441	52.0%	95
Took Cruise of More Than One Day Last 3 Yrs	1,652	6.4%	72
Member of Frequent Flyer Program	4,610	17.8%	65
Member of Hotel Rewards Program	6,779	26.2%	89

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