



Twisted Vine

123 N Washington St. Papillion, NE 68046

Table of Contents

GENERAL INFORMATION

- 4 Project Purpose
- 5 General Community Information

BUILDING INFORMATION

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

DESIGN ASSISTANCE FORM

- 12 Design Assistance Form Evaluation and Information

ECONOMIC INFORMATION

- 30 Community Census Data
- 31 ZIP Code ESRI Data
- 32 ESRI Business Analyst Data

SUMMARY

- 35 Summary
- 35 Action Steps

RESOURCES

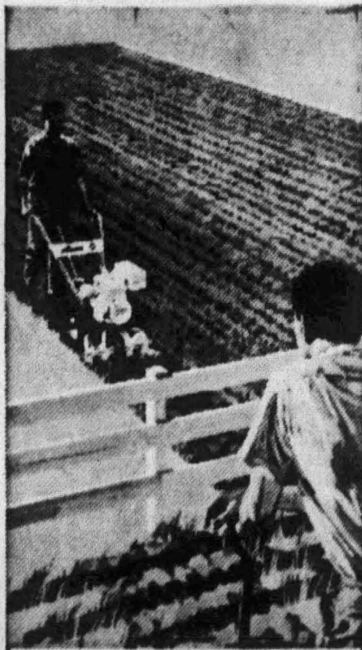
- 37 Organizations
- 38 Design
- 41 Economic Vitality
- 42 Promotion & Organization

FUNDING

- 44 Organizations & Businesses
- 45 Grants & Programs

APPENDIX

- 47 A. Building Images
- 51 B. Assessor Reports
- 55 C. ESRI Reports



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GARD-N-YARD EQUIPMENT

AT

Papillion Hardware
123 N. Washington
Papillion

Springfield_Monitor_1965_04_08_18

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**SUTTON
HARDWARE**

Papillion, Nebr.

Board adjourned to meet
Monday, June 27, 1960.

CHAIRMAN:

Frank J. Kostal,
Sarpy County
Commissioners

ATTEST:

Esther Ruff, County Clerk

Church Notes

First Lutheran Church

R. H. Nagler, pastor
Sunday, June 26

9:20 a.m. Sunday School
9:30 a.m. Jr. Bible Class
10:30 a.m. Worship Service
8 p.m. Lutheran Laymen's
League Spring Rally to be
held at Cross Lutheran School,
20th and Elm St., Omaha, Ne-
braska.

St. Columbkille's Church

Father John Stears, pastor
Thursday, June 23

Altar Society 7:30 p.m.

Sunday, June 26

Masses at 6, 8 and 10 a.m.
Breakfast served by Holy
Name Society from 8 a.m. til
noon.

St. Paul Methodist Church

Donald F. Marsh, pastor
Saturday, June 25

5 to 8 p.m. Ice Cream So-
cial at the church, sponsored
by Intermediate Youth Fellow-
ship

Sunday, June 26

9 a.m. and 11 a.m. Morn-
ing Worship. Sermon: "Should
the Church Meddle?"

10 a.m. Sunday School.

4 p.m. Family Fellows hip
Picnic at the park.

6 p.m. Intermediate Youth
Fellowship.

Monday, June 27

8 p.m. Men's Brotherhood.

Thursday, June 30

1 p.m. Senior MYF to go to
Lincoln to visit Nebraska Wes-
leyan University.

St. Paul Lutheran Church

Millard, Nebraska

Sunday, June 26

Sunday School at 9:15 a.m.
Divine Worship at 10:30 a.m.
Annual Home Day Program
of the Martin Luther Home
and School, Beatrice.

Wednesday, June 29

Choir Rehearsals.

Papillion_Times_1960_06_23_4

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:

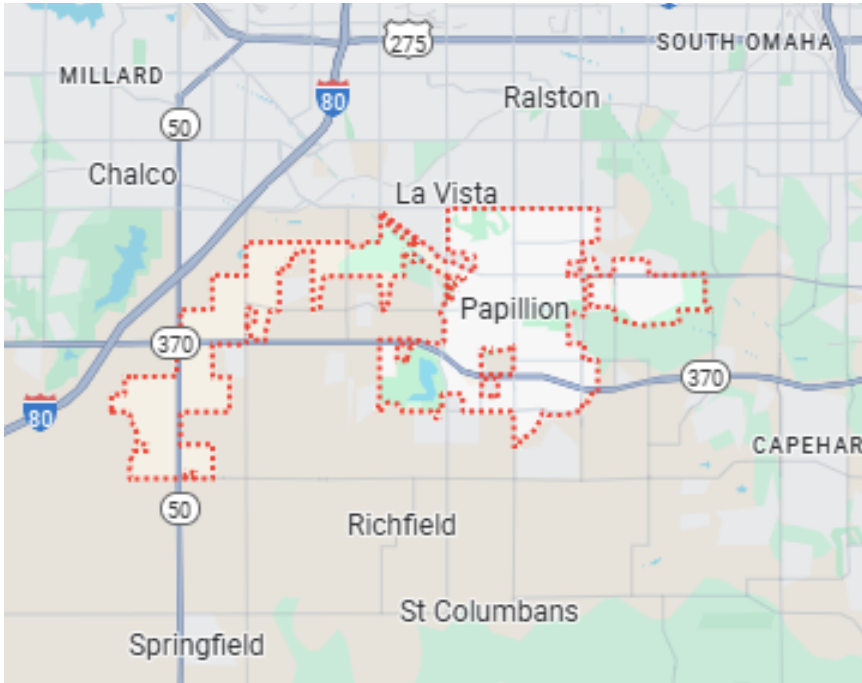


[https://nebraskamainstreet.org/
news-events/2025-hpep/](https://nebraskamainstreet.org/news-events/2025-hpep/)



Community Information

PAPILLION, NE (GOOGLE MAPS)



BUILDING SITE (SARPY COUNTY GIS)



WIN

a deluxe



Automatic Washer or Dryer

Just stop in and get an official entry blank which you merely sign and mail to the Reuben H. Donnelly Company, Chicago, Illinois.

Husband and wife may both enter thereby doubling chance to win. If you win, you have choice of a Speed Queen deluxe model automatic WASHER or automatic DRYER.

There is nothing to buy—no strings attached—just sign and mail the blank. Get yours today at

Sutton Hardware

He is survived by his wife, Blanche; sons, William and Francis, Fort Crook; Kenneth, Omaha; daughter, Mrs. Evelyn Hraban, Omaha; brother, Charles, Omaha; sisters Mrs. Minnie Ducker, Waterloo, and Miss Clara Liesche, Omaha, and by nine grandchildren.

Born March 15, 1884, in Oma-

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Hogan Insurance Agency

"Insurance of All Kinds"

Papillion and Ralston
5051 OR 9155

Papillion_Times_1955_06_09_5



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Warp's Roll Plastic for
Storm Door & Window Covering

Papillion Hardware

123 N. Washington

Papillion

Springfield_Monitor_1965_09_23_9

Building Information

Community: Papillion, NE
Building Name: Twisted Vine
Parcel ID: 10558381
Site Address: 112 N Washington St. Papillion, NE 68046
Owner Name: Rannells Properties LLC
Owner Address: 7626 Legacy St. Papillion, NE 68046
Tax District Code: 27001
Zoning: Commercial
Overlays: Downtown
Future Land Use: Downtown
Flood Zones: Area of Minimal Flood Hazard
Construction Date: 1930
Latest Remodel: 2025- Replacing Egress Stairs
National Register: Y ☐ N ☒
Date Listed: N/A
Architectural Style: Commercial Style
Construction Material: Masonry
Value Year: 2025
Building Value: \$196,667
Land Value: \$30,800
Total Value: \$227,467
Lot Size: .1414 Acres
Vacant Square Footage: 0 Sq. Ft.
Occupied Square Footage: 4,868 Sq. Ft.
Usable Square Footage: 4,868 Sq Ft.
Total Square Footage: 4,868 Sq Ft
Total Floors: 3
Current Use(s): Retail, Apartment
Previous Use(s): Hardware Store
Previous Use Date: 2017

Building History

WIN
a deluxe

Automatic Washer or Dryer

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Born March 15, 1884, in Oma-

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Papillion and Ralston
5051 OR 9155

Known Timeline

1947- Sutton Hardware
1964- Papillion Hardware
2017- Dan and Kate Rannells purchased from Terry & Harold Weiss

The building housed a hardware store for many years. The original floor still has the holes for the coils of rope that were housed in the basement. The basement still has dirt flooring.

Survey

Goals and Ideas for Improvements

The owner's goals for the project include remodeling the second floor apartment unit. The current layout of the apartment is unorganized and inefficient.

Previous Remodels & Funding

In 2025, the owners remodeled the egress stairs leading to the second floor apartment. After buying the building, they made updates to the facade.

Major Issues and Costs Concerns With Previous or Future Development Efforts

Cost is the primary concern when redeveloping the building.

Specific Concerns with Redevelopment

Sidewalk cracks at bottom of the egress stairs lead to pooling of water. However, to fix this the owners would have additional requirements from the City of Papillion.

Vacancy Description

No vacancy

Notable Damage

None

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					While the walls are intact and in good condition, they are laid out inefficiently in the apartment.
Flooring	X						Good condition.
Lighting	X						Good condition.
Stairwells/ Hallways/ Elevators		X					Good condition.
Plumbing	X						Good condition.
Electrical	X						Good condition.
HVAC	X						Good condition.
Fire Safety Systems						X	N/A.
Internet Infrastructure	X						Access to internet.

Survey

Expanding on Condition Evaluation

The condition evaluation is primarily focused on the upper story apartment.

Disclaimer:

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

Building Significance & Significant Changes to Design

The building itself qualifies as a historic structure due to age, having been constructed in 1930. Although it no longer operates as a hardware store, it carries a legacy of serving the Papillion community in that role for over 70 years. Because of this, it may be considered a local landmark.



Design Education Service

NEBRASKA MAIN STREET NETWORK

DISCLAIMER:

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





DESIGN ASSISTANCE REQUEST FORM

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

SERVICES AVAILABLE

Preservation Consultation

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

Building/Property Design Recommendations

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

Public Space Design Recommendations

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

Programming + Design Planning

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

Signage

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

Other

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

Education Consultation

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

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

NEBRASKA MAIN STREET SIGNATURES

Executive Director (Printed): _____

Executive Director (Signed): _____ Date: _____

Email: _____ Phone: _____

APPLICANT INFORMATION

DATE OF REQUEST

Applicant's Name: _____

Main Street City: _____

Main Street Manager: _____

Phone: _____ Email: _____

SCOPE OF WORK



MAIN STREET FOUR-POINT APPROACH

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

DESIGN

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

DESIGN IS...

COMPREHENSIVE

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

INCREMENTAL

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

SELF-HELP

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

CHANGE

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

ASSETS

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

PARTNERSHIPS

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

QUALITY

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

NEBRASKA MAIN STREET DESIGN CASE STUDY PROGRAM

WHAT WE DO

THE PROGRAM

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

DESIGN TEAM

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

THE PROJECT

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

PROCESS

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

NEBRASKA MAIN STREET RESPONSIBILITIES

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

COMMUNITY RESPONSIBILITIES

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

DESIGN PROFESSIONAL RESPONSIBILITIES

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

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



NEBRASKA MAIN STREET DESIGN CASE STUDY PROGRAM

WHAT WE DO CONTINUED

COSTS

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

OUTCOME

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

DESIGN ASSISTANCE FORM

SERVICES AND REQUIREMENTS

SERVICES AVAILABLE

PRESERVATION CONSULTANT

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

BUILDING/PROPERTY DESIGN RECOMMENDATIONS

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

PUBLIC SPACE DESIGN RECOMMENDATIONS

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

PROGRAMMING + DESIGN PLANNING

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

SIGNAGE

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

OTHER

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

EDUCATION CONSULTATION

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

REQUIREMENTS

INFORMATION

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

PHOTOGRAPHS

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

CASE STUDY

BUILDING CONDITION



BUILDING CONDITION

GOOD FAIR POOR

AESTHETIC CONDITION

GOOD **FAIR** POOR

MAIN CONCERNS

Building Mass/Windows

CONDITION DEFINITION

GOOD

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

FAIR

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

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

POOR

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

CASE STUDY

BUILDING EVALUATION | 123 N WASHINGTON | PAPILLION



BUILDING INFORMATION

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

Evaluation Date: July 26, 2025

Building Name: Twisted Vine

Building Address/ Location: 123 N Washington St. Papillion, NE 68046

Building Use (current): Restaurant/Brewery

Building Use (Historically): Commercial

Building Style/ Period: Commercial Style

Building Materials/ Elements: Masonry

CASE STUDY

BUILDING EVALUATION | 123 N WASHINGTON | PAPILLION

BUILDING MASS/WINDOWS

A challenge with this façade blending the two-story building with lap siding with the one-story brick building that retains historic architectural detail in the brick façade.

RECOMMENDATIONS

The one-story brick façade is in good condition and signage and awning treatments are appropriate and well maintained. The two-story building with lap siding has new windows and these appear to be new or altered openings from what would have been there historically, given their size and placement. The storefronts across the buildings are unified by the awning which is appropriate. The upper level is lacking architectural detail and scale is off because of the window size and placement. Recommendations could include painting the building a color scheme that may blend more closely with the shades of the brick on the one-story building. To trick the eye, a third window awning could be added between the two existing awnings to add to the empty mass on the façade. Additionally, some cornice line detailing could be added to anchor the façade. A decorative detail or heaving parapet cap could contribute to some design intent of the exterior.

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

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CASE STUDY

BEFORE | 123 N WASHINGTON | PAPILLION



GENERAL STATEMENT

The one story brick facade is in good condition. The challenge lies in blending the two facades that look much different than one another. The awning extends over along both buildings, and the brick and storefront retain historic character at the ground level.

CASE STUDY

AFTER | 123 N WASHINGTON | PAPILLION



GENERAL STATEMENT

Option 1- completely remove lap siding to expose brick or add new brick. Add a third window on the wall with a third awning.

Option 2- paint the siding to match and add an awning that makes the building feel more symmetrical.

CASE STUDY

AFTER | 123 N WASHINGTON | PAPILLION



GENERAL STATEMENT

Option 1- completely remove lap siding to expose brick or add new brick. Add a third window on the wall with a third awning.

Option 2- paint the siding to match and add an awning that makes the building feel more symmetrical.

GLOSSARY OF TERMS

1. APPURTENANCE

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

2. AWNING

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

3. BUILDING PERMIT

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

4. CERTIFICATE OF APPROPRIATENESS

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

5. COLUMN

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

6. CONTRIBUTING BUILDING

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

7. CORNICE

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

8. DEMOLITION

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

9. DEMOLITION BY DECONSTRUCTION

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

10. DEMOLITION BY NEGLECT

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

GLOSSARY OF TERMS

11. DESIGN REVIEW COMMITTEE

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

12. DETERIORATE

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

13. ENTABLATURE

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

14. FACADE

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

15. FASCIA

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

16. FENESTRATION

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

17. FRIEZE

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

18. GLAZING

Fitting/securing glass into windows and doors.

19. INCENTIVE GRANT/FACADE GRANT

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

20. KICK PLATE

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

GLOSSARY OF TERMS

21. MAINTENANCE

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

22. MASONRY

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

23. MOLDING

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

24. MUNTIN

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

25. NON-CONTRIBUTING BUILDINGS

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

26. ORDINARY MAINTENANCE AND REPAIR

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

27. PARAPET

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

28. PEDIMENT

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

GLOSSARY OF TERMS

29. PRESERVATION

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

30. PROPORTION

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

31. REHABILITATION

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

32. RESTORATION

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

33. SIGN

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

34. SIGN PERMIT

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

35. TRANSOM WINDOW

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

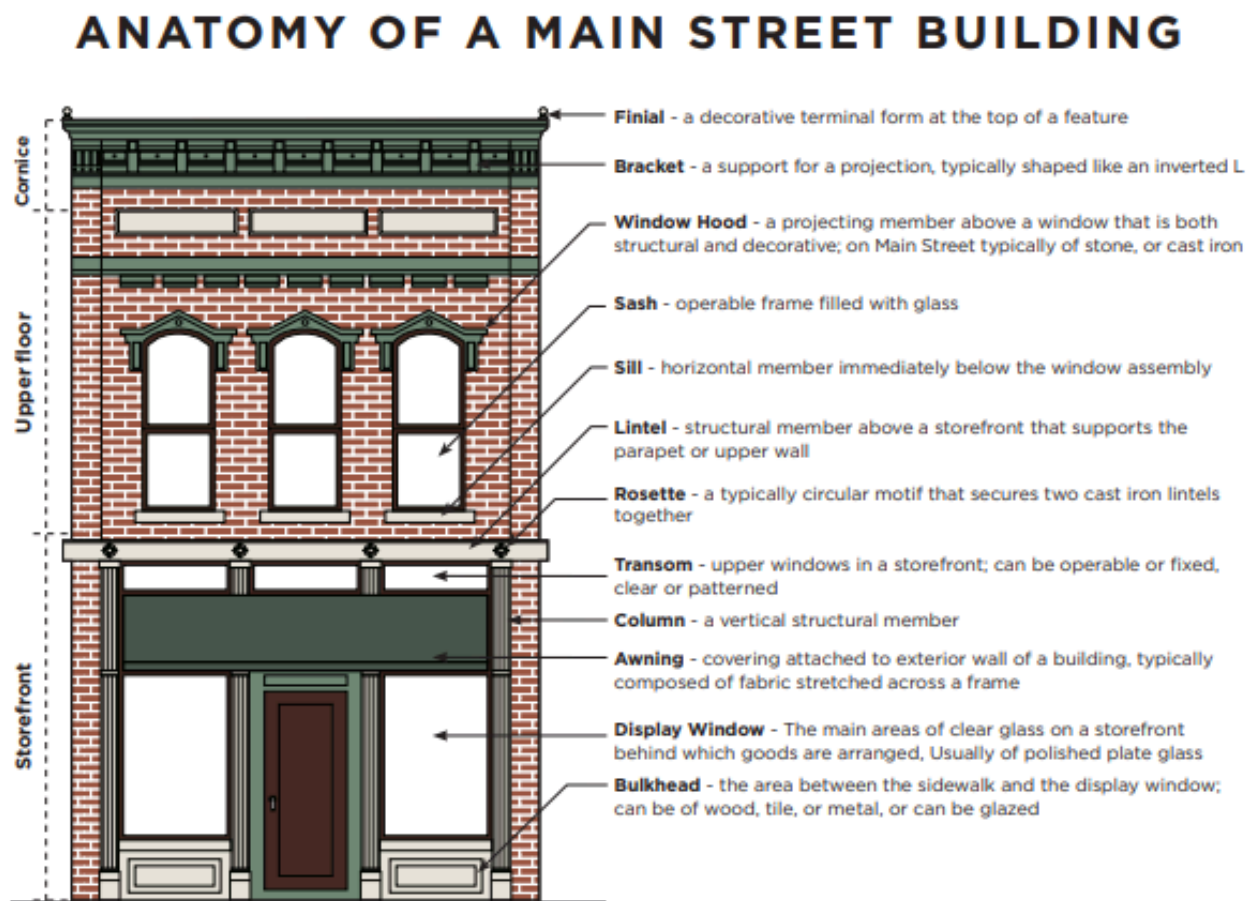
GLOSSARY OF TERMS

36. TUCK-POINTING/REPOINTING

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

37. WINDOW PARTS

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



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Papillion, Nebraska

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39¢

Easy To Install
Inside Or Outside!

72" x 36" PLASTIC SHEET WITH MOULDING AND NAILS



STORM WINDOW KIT

Papillion Hardware

123 N. Washington Papillion

Springfield_Monitor_1965_10_14_31

Springfield_Monitor_1949_06_02_5

Census Data

Census Profile: https://data.census.gov/profile/Papillion_city,_Nebraska?g=160XX00US3138295



Population
24,159



Median Age
40.6



Avg. Family Size
3.06



65+
16.7%



Median Income
\$109,602



Bachelor's Degree or
Higher
48.1%



Employment Rate
65.7%



Households
9,247



Median Rent
\$1,210



Homeownership
Rate
71.2%



Housing Units
9,325



Vacant Housing
Units
322

ESRI Data: 68046

Tapestry Segmentation: See in Appendix

23.89% Workday Drive

16.9% Bright Young Professionals

13.86% Savvy Suburbanites

Annual Spending Habits



Credit Debt

\$3,888



Medical Insurance

\$6,585



Apparel

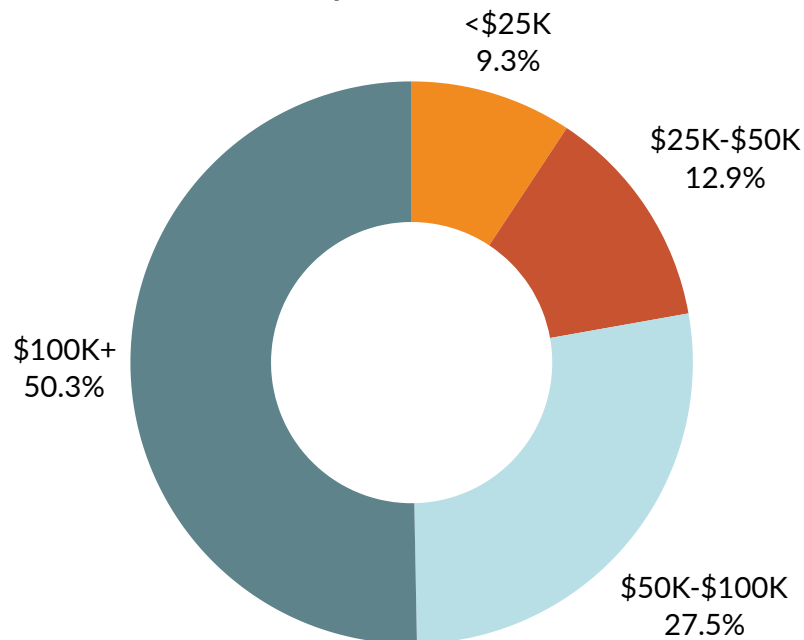
\$3,218



Entertainment

\$5,577

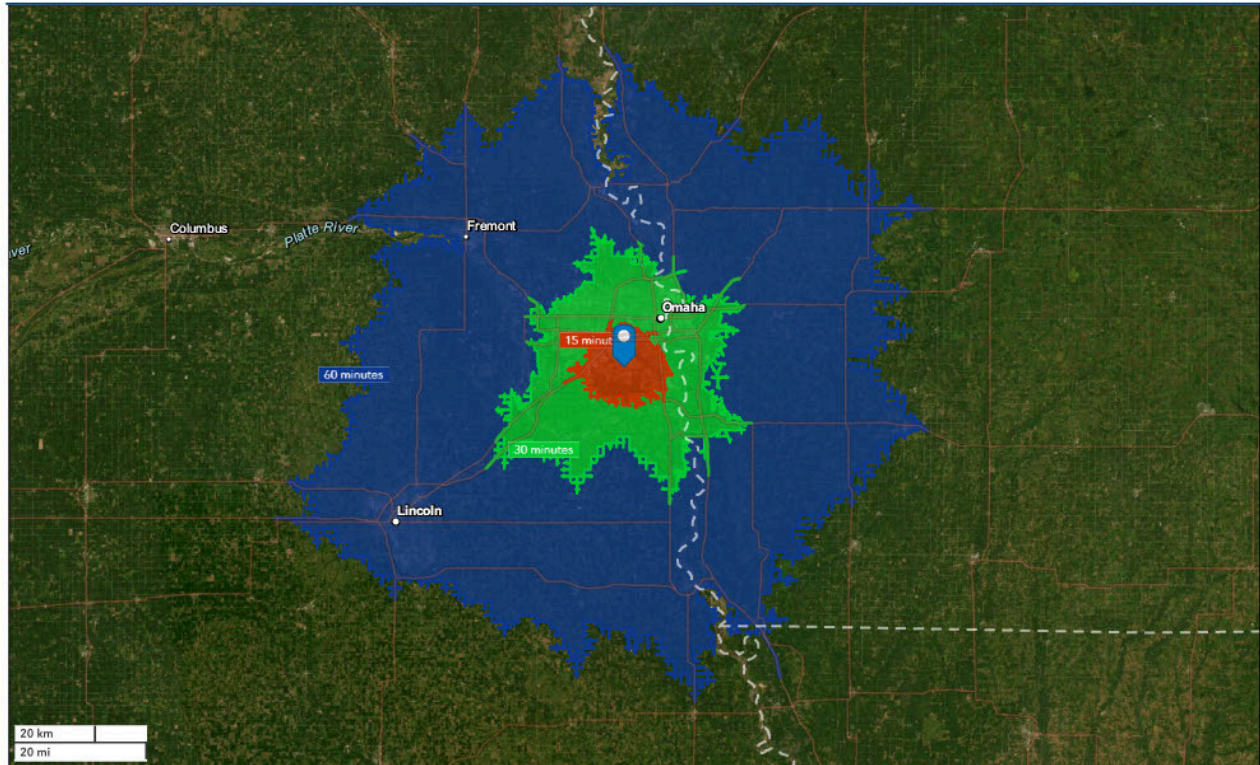
Disposable Income



ESRI Market Reports



Papillion 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)

113

Spent \$51-99 at a C-Store in the Last 30 days

Highest SPI (0-15 min)

173

Other Motor Vehicle Dealers

2nd Highest MPI (0-15 min)

111

Played Portable or Console Video or Electronic Game in last 12 Mo.

3rd Highest SPI (15-30 min)

115

Lawn and Garden Equipment and Supplies Stores/Florists

Summary

Papillion's MPI and SPI projections are generally average to slightly above average, though several key statistics highlight specific opportunities. The data suggests a focus on tactical goods—products that consumers can purchase and take home the same day—will be most effective.

Entertainment spending stands out as a priority for the community, with residents spending more on entertainment than on apparel. This indicates strong potential for businesses that cater to entertainment-driven experiences. Demographics show an average family size of 3.06 and a median age of 40.6, pointing to a slightly older population. Additionally, 71.2% of residents own their homes, well above the national average, suggesting a consumer base primarily made up of small families, retirees, and empty nesters.

Moving forward, it will be important to evaluate the population's needs and preferences to form a strategy that effectively aligns with these consumer patterns.

Make Your Own **LOW COST, STORM DOORS,
STORM WINDOWS, PORCH ENCLOSURES**

WITH ONE OF **Warp's** Cheaper than Glass
TOP QUALITY

WINDOW MATERIALS
FLEXIBLE, SHATTERPROOF, MADE BETTER, LAST LONGER

*Just Cut
and Tack On*
All 36" wide

WE HAVE THE GENUINE
Papillion Hardware

123 N. Washington **Papillion**

Springfield_Monitor_1965_10_07_4

BIG DISCOUNT SALE

Lee Brand
Mens & Boys

Work Pants—Overalls—Coveralls
Work Shirts—Sport Shirts

Wolverine & Kirkendall Work Shoes

Special Reduced Prices
on Variety of Lamp Shades

Papillion Hardware
(formerly Sutton Hardware)

Orval F. Godsey, Proprietor

123 N. Washington **Papillion**

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Warp's
FLEX-O-GLASS
(Crystal Clear)

**Shatterproof
Flexible
Long-Lasting
only 90¢ Sq.Yd.**
— 36 inches wide —
Also in 28" & 48" widths

 Storm Doors and Windows. Porch Enclosures.	 Barn, Poultry and Hog House Windows.	 Protects walls behind stoves, sinks, tables.	 Chair Covers, Garment Bags, Shower Curtains.
---	---	---	---

CUT WITH SHEARS & TACK ON—EASY TO SEAL OR SEW

Papillion Hardware

123 N. Washington **Papillion**

Springfield_Monitor_1964_07_09_4

Springfield_Monitor_1965_11_04_17

Summary/Action Steps

Summary

The building that houses Twisted Vine has been well maintained by both previous and current owners, and most of the space is being utilized effectively—with the exception of the basement. The primary goal is to secure funding and renovate the upstairs apartment to improve spatial efficiency and livability.

Market data can also be leveraged to strengthen the consumer base for the ground-floor business, guiding strategies to attract and retain customers. To support this effort, resources such as Main Street, the Small Business Administration, and the Nebraska Department of Economic Development (DED) can provide valuable marketing and business promotion tools.

In addition, a range of housing development grants are available through the DED that may help finance apartment improvements. More information on these opportunities can be found at: opportunity.nebraska.gov/programs/housing.

Action Steps

1. Secure funding by applying for housing development grants through the Nebraska Department of Economic Development (DED) and exploring other local and state opportunities.
2. Develop a renovation plan to enhance the spatial efficiency and livability of the upstairs apartment.
3. Engage an architect or contractor to guide apartment renovations and ensure compliance with safety and housing standards.
4. Assess options for basement use (if desired), determining whether it can serve as additional business, storage, or community space.
5. Leverage market data to build and retain a strong consumer base for the ground-floor business.
6. Utilize marketing and promotion resources from Main Street, the Small Business Administration, and DED to strengthen visibility and long-term sustainability.



SAUCED
RESTAURANT
1000 845-2822

TWISTED VINES

SAUCED

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

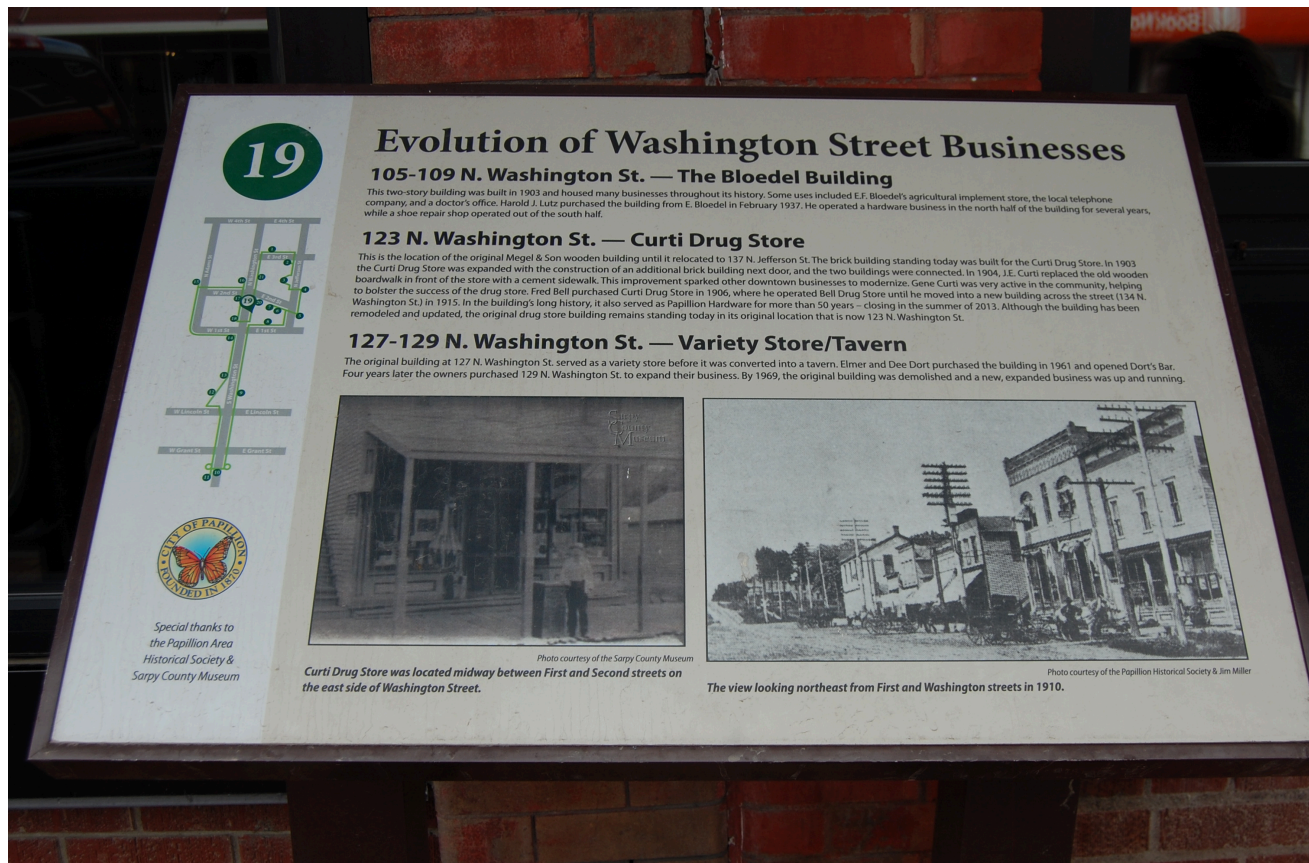


A. Building Images- Interior



Appendix

A. Building Images- Historical Marker



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 NO: 010558381	NBH: RS	Prop Class: 2000	Sch. Dist 1: 127
OWNER: RANNELLS PROPERTIES LLC	Mun. Code: 04	Tax District: 27001	Acres: 0.1414
ADDRESS: 7626 LEGACY ST PAPILLION NE 68046-	Land: \$30,800	Imp: \$196,667	
LOCATION: 121 N WASHINGTON ST PAPILLION NE 68046	Prev. Total: \$227,467	Total: \$227,467	
LEGAL: LOTS 6A & 6B BLOCK 18 PAPILLION	Assd. Val: \$227,467	Exempt Val: \$0	Taxble Val: \$227,467
MAP: 2959-26-0-40023-018-0009	Subdivision: PAPILLION		
2025 Valuation Reports for NBHD: RS	Sales Info: 6/15/2021 \$0		
Address Report	Mkt Sales Report	Deeds	
	Current Due:	Last Paid:	Paid Date:
	Balance Due:		

[Back To Search](#) << Prev Next >> [1 / 1 Records]

Tax Year : 2025 ▼

[VALUATION](#) [LAND](#) [BUILDINGS](#) [SALES](#) [PHOTOGRAPHS](#) [MAPS](#) [PROPERTY CARD](#)
[Make a Payment](#)

Valuation Summary

Current Valuation	Assessment Data	Property Classification
Land Value : 30,800	District/TIF Fund : 27001	Status : 01 - IMPROVED
Impr. Value : 196,667	School Base : 127: 77-0027 PAPILLION-LAVISTA SCH	Use : 03 - COMMERCIAL
OutBuildings :	Affiliated Code :	Zoning : 03 - COMMERCIAL
Total value : 227,467	Neighborhood : RS	Location : 01 - URBAN
Exemptions : 0	Greenbelt Area :	City Size : 03 - 12,001 - 100,000
Taxable Value : 227,467	Greenbelt Date :	Lot Size : 01 - <=10,000 SQ FT
PV: NO Form 191 : NO		

Sales

Date	Book/Page	Grantor	Grantee	Price	Adj Price
09/25/2017	2017-23247	WEISS HAROLD E & TERRY L	RANNELLS PROPERTIES LLC	360,000	360,000

BOE Appeal History

Appeal #	Year	Appealed By	Status

Building Permits

Permit #	Date	Description	Amount
7390P	01/14/2025	REPLACE EGRESS STAIRS	16,000
4035P	09/18/2018	DECK STAIRS	500
5410P	09/22/2017	ADDITIONAL BATHROOMS	10,000
1689P	06/19/2017	SIDING (123 N WASHINGTON ST)	1,287

Assessment Milestones

Year	Description	Class	Ex Code	Land	Impr.	Outbldg.	Total	Taxable
2025	BOE	2000		30,800	196,667	0	227,467	227,467
2025	ABSTRACT	2000		30,800	196,667	0	227,467	227,467
2024	CTL	2000		30,800	196,667	0	227,467	227,467
2024	BOE	2000		30,800	196,667	0	227,467	227,467
2024	ABSTRACT	2000		30,800	196,667	0	227,467	227,467

Historical Valuation Information

Year	Land	Impr.	Outbldg.	Total	Exempt	Taxable	Taxes	PV	Form 191
2024	30,800	196,667		227,467		227,467	3,341.25	NO	NO
2023	30,800	196,667		227,467		227,467	4,283.06	NO	NO
2022	18,480	211,520		230,000		230,000	4,693.62	NO	NO
2021	18,480	211,520		230,000		230,000	4,788.06	NO	NO
2020	18,480	211,520		230,000		230,000	4,836.32	NO	NO

Tax History Information

Year	Statement	Tax District	Source	Taxes Due	Total Due	Balance	Installments
2024	2024-010558381RP	27001	REAL	\$3,341.25	\$3,341.25	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2025 : \$0.00 2: <input checked="" type="checkbox"/> DUE 8/1/2025 : \$0.00
2023	2023-010558381RP	27001	REAL	\$4,283.06	\$4,283.06	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2024 : \$0.00 2: <input checked="" type="checkbox"/> DUE 8/1/2024 : \$0.00
2022	2022-010558381RP	27001	REAL	\$4,693.62	\$4,693.62	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2023 : \$0.00 2: <input checked="" type="checkbox"/> DUE 8/1/2023 : \$0.00
2021	2021-010558381RP	27001	REAL	\$4,788.06	\$4,788.06	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2022 : \$0.00 2: <input checked="" type="checkbox"/> DUE 8/1/2022 : \$0.00
2020	2020-010558381RP	27001	REAL	\$4,836.32	\$4,836.32	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2021 : \$0.00 2: <input checked="" type="checkbox"/> DUE 8/1/2021 : \$0.00
2019	2019-010558381RP	27001	REAL	\$4,833.46	\$4,833.46	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2020 : \$0.00 2: <input checked="" type="checkbox"/> DUE 8/1/2020 : \$0.00
2018	2018-010558381RP	27001	REAL	\$4,907.98	\$4,907.98	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2019 : \$0.00 2: <input checked="" type="checkbox"/> DUE 8/1/2019 : \$0.00
2017	2017-010558381RP	27001	REAL	\$3,199.98	\$3,199.98	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2018 : \$0.00 2: <input checked="" type="checkbox"/> DUE 8/1/2018 : \$0.00
2016	2016-010558381RP	27001	REAL	\$2,981.92	\$2,981.92	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2017 : \$0.00 2: <input checked="" type="checkbox"/> DUE 8/1/2017 : \$0.00
2015	2015-010558381RP	27001	REAL	\$2,973.56	\$2,973.56	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2016 : \$0.00 2: <input checked="" type="checkbox"/> DUE 8/1/2016 : \$0.00
2014	2014-010558381RP	27001	REAL	\$2,993.74	\$2,993.74	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2015 : \$0.00 2: <input checked="" type="checkbox"/> DUE 8/1/2015 : \$0.00
2013	2013-010558381RP	27001	REAL	\$2,936.02	\$2,936.02	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2014 : \$0.00 2: <input checked="" type="checkbox"/> DUE 8/1/2014 : \$0.00
2012	2012-010558381RP	27001	REAL	\$2,913.90	\$2,913.90	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2013 : \$0.00 2: <input checked="" type="checkbox"/> DUE 8/1/2013 : \$0.00
2011	2011-0043871RP	27001	REAL	\$2,910.58	\$2,910.58	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2012 : \$0.00

							2: <input checked="" type="checkbox"/> DUE 8/1/2012 : \$0.00
2010	2010-0046221RP	27001	REAL	\$2,832.24	\$2,832.24	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2011 : \$0.00
							2: <input checked="" type="checkbox"/> DUE 8/1/2011 : \$0.00
2009	2009-0051888RP	27001	REAL	\$2,808.06	\$2,808.06	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2010 : \$0.00
							2: <input checked="" type="checkbox"/> DUE 8/1/2010 : \$0.00
2008	2008-0056936RP	27001	REAL	\$2,751.54	\$2,751.54	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2009 : \$0.00
							2: <input checked="" type="checkbox"/> DUE 8/1/2009 : \$0.00
2007	2007-0000199RP	27001	REAL	\$2,358.42	\$2,358.42	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2008 : \$0.00
							2: <input checked="" type="checkbox"/> DUE 8/1/2008 : \$0.00
2006	2006-0000240RP	27001	REAL	\$2,474.80	\$2,474.80	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2007 : \$0.00
							2: <input checked="" type="checkbox"/> DUE 8/1/2007 : \$0.00
2005	2005-0000279RP	27001	REAL	\$2,501.14	\$2,501.14	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2006 : \$0.00
							2: <input checked="" type="checkbox"/> DUE 8/1/2006 : \$0.00
2004	2004-0000294RP	27001	REAL	\$2,644.82	\$2,644.82	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2005 : \$0.00
							2: <input checked="" type="checkbox"/> DUE 8/1/2005 : \$0.00
2003	2003-0558381RP	27001	REAL	\$2,739.16	\$2,739.16	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2004 : \$0.00
							2: <input checked="" type="checkbox"/> DUE 8/1/2004 : \$0.00
2002	2002-0558381RP	27001	REAL	\$2,571.14	\$2,571.14	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2003 : \$0.00
							2: <input checked="" type="checkbox"/> DUE 8/1/2003 : \$0.00
2001	2001-0558381RP	27001	REAL	\$2,235.86	\$2,235.86	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2002 : \$0.00
							2: <input checked="" type="checkbox"/> DUE 8/1/2002 : \$0.00
2000	2000-0558381RP	27001	REAL	\$2,146.30	\$2,146.30	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2001 : \$0.00
							2: <input checked="" type="checkbox"/> DUE 8/1/2001 : \$0.00
1999	1999-0558381RP	27001	REAL	\$2,026.84	\$2,026.84	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/2000 : \$0.00
							2: <input checked="" type="checkbox"/> DUE 8/1/2000 : \$0.00
1998	1998-0558381	27001	REAL	\$1,963.52	\$1,963.52	\$0.00	1: <input checked="" type="checkbox"/> DUE 4/1/1999 : \$0.00
							2: <input checked="" type="checkbox"/> DUE 8/1/1999 : \$0.00

Levy Information		
Code	Descr	Rate
1	SARPY COUNTY	0.28496
125	PAPILLION-LA VISTA SPECIAL BLDG	0.016746
127	PAPILLION-LAVISTA SCH	0.910536
186	SCHL DIST 27 BOND 4	0.039059
187	SCH DIST 27 BOND 5	0.043465
188	SCHL DIST 27 BOND 6	0.07826
189	SCHL DIST 27 BOND 7	0.035585
202	LEARNING COMM ELEM LEARNING	0.013689
427	PAPILLION CITY	0.290073
428	PAPIL CITY BOND	0.077288
501	PAPIO NATURAL RESRCE	0.023508
502	PAPIO NRD BOND	0.00606
801	METRO COMMUNITY COLL	0.02
901	AGRICULTURAL SOCIETY	0.002671
1003	ED SERVICE UNIT 3	0.015
TOTAL LEVY : 1.8569		



SARPY COUNTY ASSESSOR'S OFFICE
Commercial Data Sheet

Date of Print: 9/10/2025 at 07:07
Inspected By: MELISSA DELAINE
Inspection Date: 8/27/2019
Roll Year: 2025

Parcel ID #: 010558381	Map #: 2959-26-0-40023-018-0009
RANNELLS PROPERTIES LLC	Building Name : TWISTED VINE
	Situs : 121 N WASHINGTON ST
7626 LEGACY ST PAPILLION NE 68046-	Legal : LOTS 6A & 6B BLOCK 18 PAPILLION

COST APPROACH DATA - Values by Marshall & Swift		
Appraisal Zone : 2017	Manual Date : 06/16	Cost Factor : 1

Total Number of Buildings : 1	Total Number of Sections : 3	
Total Area		4,868
Total Building Replacement Cost New		\$406,683
Total Refinement Replacement Cost New		\$5,764
Total Replacement Cost New		\$412,447
Total Accrued Depreciation 60%		(\$246,581)
Total Replacement Cost New Less Physical and Functional Depreciation		\$165,866
Economic Depreciation for Neighborhood RS. 0%		\$0
Total Replacement Cost New Less Depreciation		\$165,866
Total Lump Sum		\$165,866

Total Land Value	\$30,800
FINAL ESTIMATE OF VALUE USING THE COST APPROACH	\$196,666
Value Per Unit	\$0
Value per Square Foot	\$40.40

Valuation Summary	
Estimate of Value (USING THE COST APPROACH)	\$196,666
Outbuilding Value	\$0

Final Estimate	
Cost Approach Value On Parcel	\$196,666
Income Approach Value On Parcel	\$227,467
Override Approach Value On Parcel	\$0
Type of Approach on Parcel	INCOME APPROACH
Improvement Value	\$196,667
Land Value	\$30,800
FINAL ESTIMATE OF VALUE	\$227,467
Outbuilding Value	\$0
Comm Total Buildings Unit count	0
Comm Total Buildings Sqft	4868
Current Total Assessed Value for Parcel # 010558381	\$227,467

DATA USED FOR CALCULATIONS SUPPLIED BY MARSHALL & SWIFT which hereby reserve all rights herein.

SARPY COUNTY ASSESSOR'S OFFICE
Commercial Data Sheet - Building Cost Approach Data
Date of Print: 9/10/2025 at 07:07

Roll Year: 2025

Parcel ID #: 010558381	Map #: 2959-26-0-40023-018-0009
RANNELLS PROPERTIES LLC	Building Name : TWISTED VINE
	Situs : 121 N WASHINGTON ST
7626 LEGACY ST PAPILLION NE 68046-	Legal : LOTS 6A & 6B BLOCK 18 PAPILLION

Appraisal Zone : 2017								Manual Date : 06/16				Cost Factor : 1			
Bldg	Sect	Occ Code	Year	Cls	Area	Perim	St/HT	Base Cost	Perm Adj	HVAC Adj	HT Adj	Sec RCN	Phys	Func	RCN
1	1	353	1900	D	2,998	254	1 / 12	90.44	10.49	0.00	0.00	302,588	60%		121,035
RETAIL STORE					Ext wall : CONCRETE BLOCK, STANDARD					Heat/Cool : PACKAGE HEAT/COOL					
Qual : AVERAGE					Cond : 30 - AVERAGE										
1	2	352	1900	D	1,214	161	1 / 10	69.85	0.00	1.70	0.00	86,862	60%		34,745
RESIDENCE, MULTIPLE					Ext wall : CONCRETE BLOCK, STANDARD					Heat/Cool : PACKAGE HEAT/COOL					
Qual : AVERAGE					Cond : 30 - AVERAGE										
1	3	470	1960	S	656	105	1 / 16	21.81	4.46	0.00	0.00	17,233	60%		6,893
EQUIPMENT (SHOP) BUILDING					Ext wall : METAL ON STEEL FRAME					Heat/Cool : SPACE HEATERS/FAN					
Qual : AVERAGE					Cond : 30 - AVERAGE										
TOTAL : 162673															

SARPY COUNTY ASSESSOR'S OFFICE
Commercial Data Sheet - Refinements Cost Data
Date of Print: 9/10/2025 at 07:07

Roll Year: 2025

Parcel ID #: 010558381	Map #: 2959-26-0-40023-018-0009
RANNELLS PROPERTIES LLC	Building Name : TWISTED VINE
	Situs : 121 N WASHINGTON ST
7626 LEGACY ST PAPILLION NE 68046-	Legal : LOTS 6A & 6B BLOCK 18 PAPILLION

Appraisal Zone : 2017			Manual Date : 06/16			Cost Factor : 1			
Bldg #	Code	Description	Year	Size	# Units	\$/Unit	RCN	Depr %	Value
1	CONP	CONCRETE SLAB SF		1,373	1	2.51	3,446	60%	1,378
1	CAN	CANOPY		32	1	26.22	839	60%	336
1	WOD	DECK,WOOD	2019	40	1	36.98	1,479	0%	1,479
									TOTAL : 3193

SARPY COUNTY ASSESSOR'S OFFICE
Commercial Land Items Report
Date of Print: 9/10/2025 at 07:07

Roll Year: 2025

Parcel ID #: 010558381	Map #: 2959-26-0-40023-018-0009
Current Owner : RANNELLS PROPERTIES LLC	Tax District : 27001
	Neighborhood : RS
7626 LEGACY ST PAPILLION NE 68046-	Greenbelt Area/Date :
Legal Description : LOTS 6A & 6B BLOCK 18 PAPILLION	

Lot Width	Lot Depth	Topography	Street Access	Utilities	Amenity1	Amenity2	Value Method	# of Units	Unit Value	Adjustments	Lot Value
6160	1	LEVEL	CONCRETE	ALL	FACTOR :	FACTOR :	SF	6160	5		30,800
							Use Totals :	6,160.00			30,800
							Parcel Totals :	6,160.00			30,800

SARPY COUNTY ASSESSOR'S OFFICE
Commercial Data Sheet - Income Analysis Data
Date of Print: 9/10/2025 at 07:07

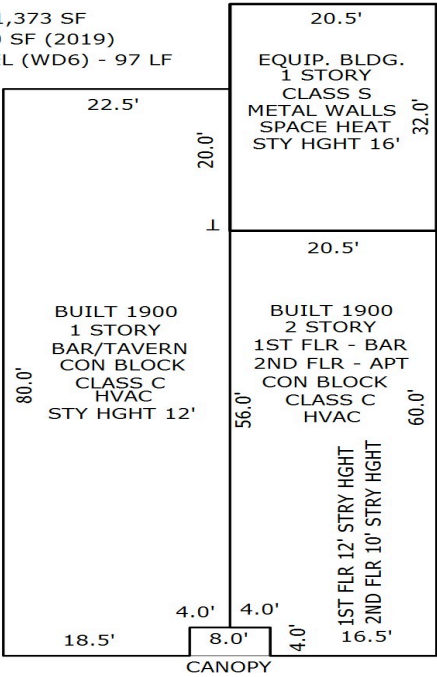
Roll Year: 2025

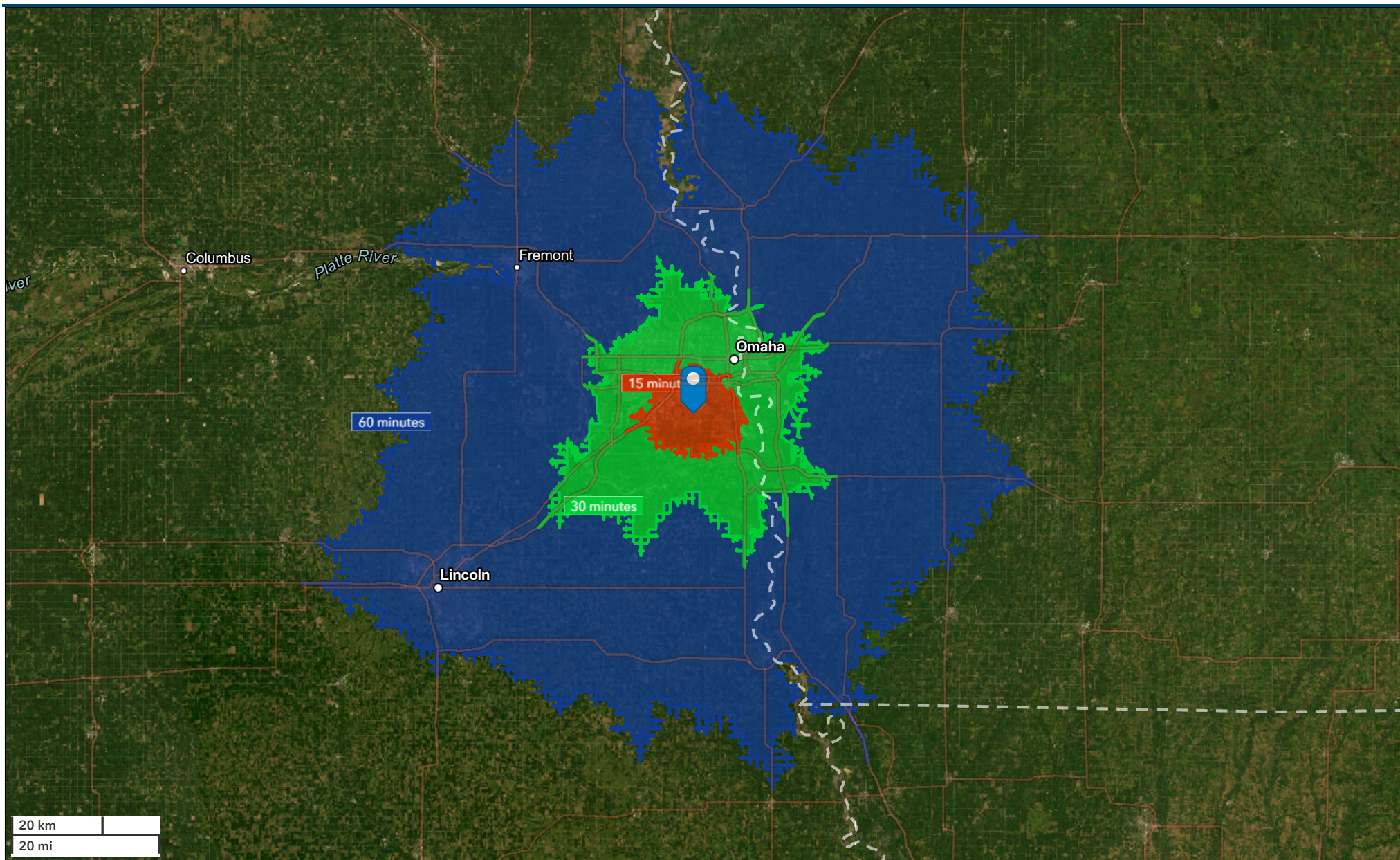
Parcel ID #: 010558381	Map #: 2959-26-0-40023-018-0009
RANNELLS PROPERTIES LLC	Building Name :
	Situs : 121 N WASHINGTON ST

Income Source Table

Source	Source Description	Units	Mrkt/Unit	Market
---	---	---	---	---
Powered By: E-Ring, Inc.				
Website Disclaimer				
4701	EQUIPMENT SHOP BLDG	656	3.00	1,968
Potential Gross Income		Contract	Market	
Vacancy & Collection Loss	:	5.00%	1,676	
Effective Income	:		31,845	
Operating Expenses		Contract	Market	
Management	:			
Utilities	:			
Maintenance	:			
Insurance	:			
Reserves for Replacement	:			
Total Expenses	:	25.00%	7,961	
Net Operating Income	:		23,884	
Tax Rate	:			
Capitalization Rate	:	10.50%		
Cap Value	:	227,467		
Total Misc Adj	:	0		
TPP Amount	:	0		
Excess Land Value	:	0		
Income Approach Value	:	227,467		

CONCRETE PAVING (CONP) - 1,373 SF
WOOD DECK (WOD) 4'X10' = 40 SF (2019)
WOOD FENCE W/ CORRGT MTL PANEL (WD6) - 97 LF







LifeMode Group: Family Landscapes

Workday Drive

4A

Households: 3,541,300

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: \$90,500

WHO ARE WE?

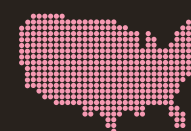
Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

OUR NEIGHBORHOOD

- *Workday Drive* residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164) and low rate vacancy at 4%.
- Median home value is \$257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have two or three vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS

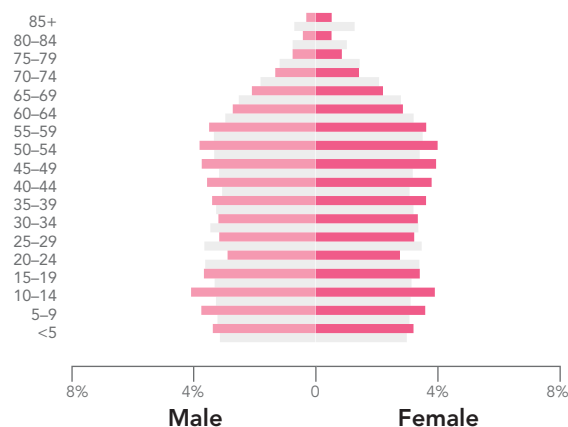
- Education: 40.5% college graduates; more than 72% with some college education.
- High labor force participation rate at 71%; two out of three households include two plus workers (Index 124).
- Connected, with a host of wireless devices—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).



AGE BY SEX (Esri data)

Median Age: **37.0** US: 38.2

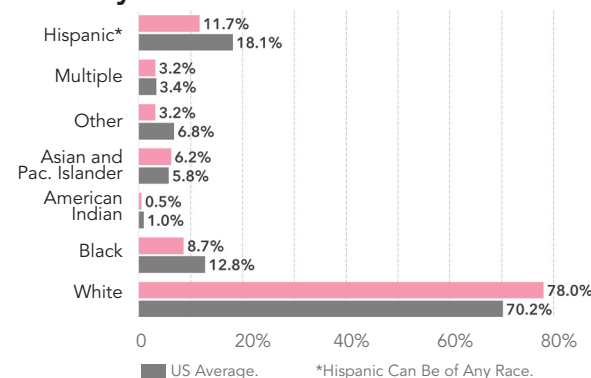
■ Indicates US



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: **50.8** US: 64.0



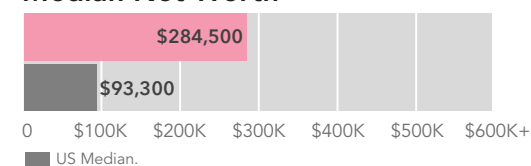
INCOME AND NET WORTH

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

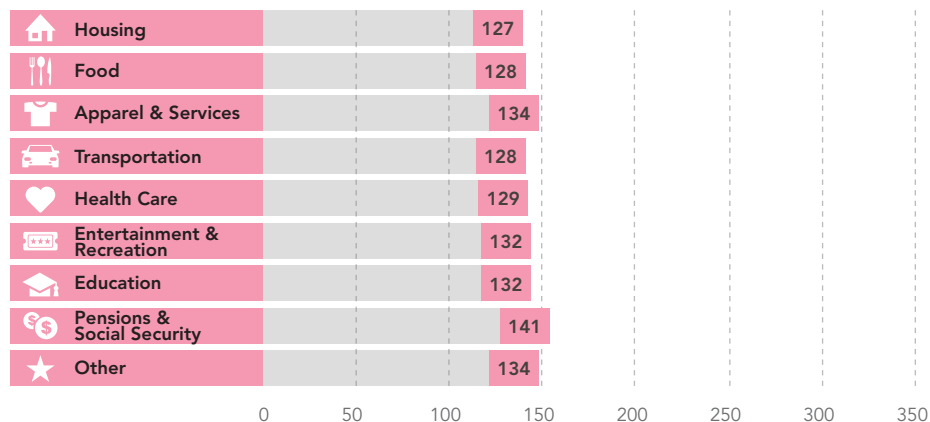


Median Net Worth



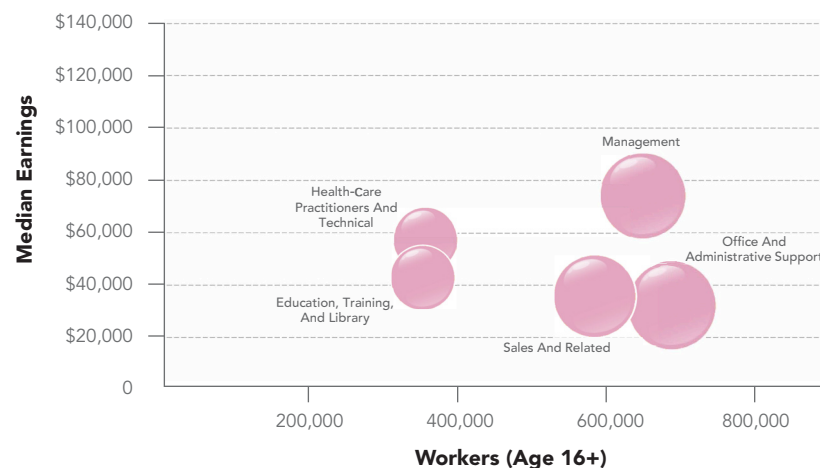
AVERAGE HOUSEHOLD BUDGET INDEX

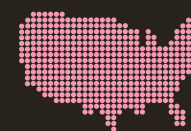
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.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

- Most households own at least two vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like four plus televisions (Index 154), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

HOUSING

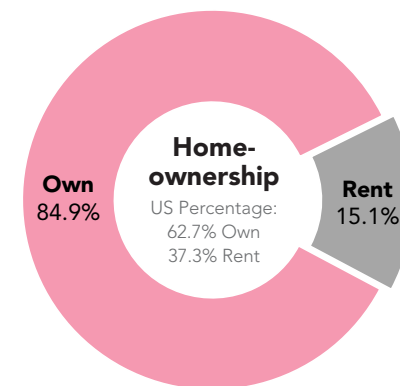
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

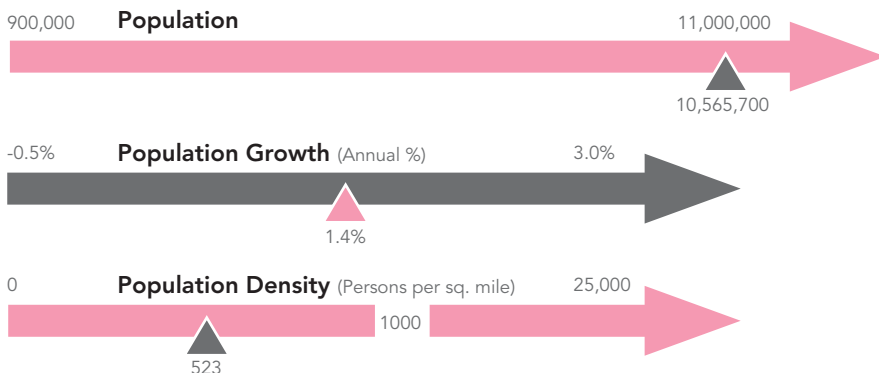
Median Value:
\$257,400

US Median: \$207,300



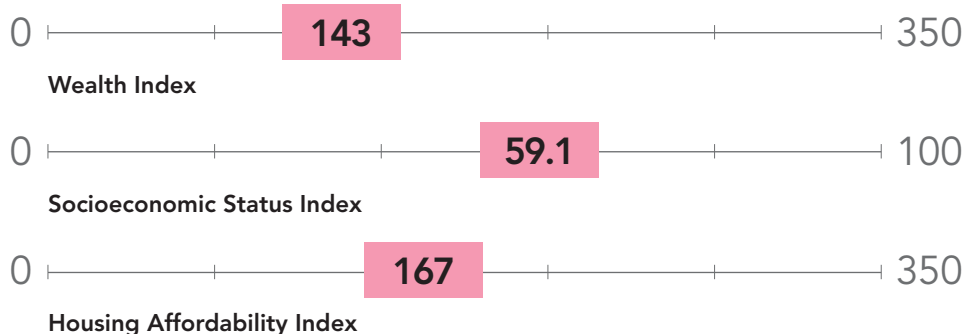
POPULATION CHARACTERISTICS

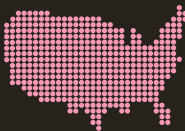
Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

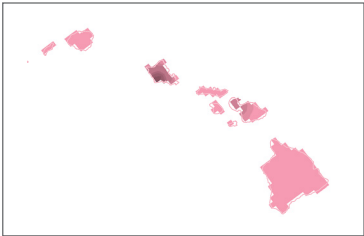
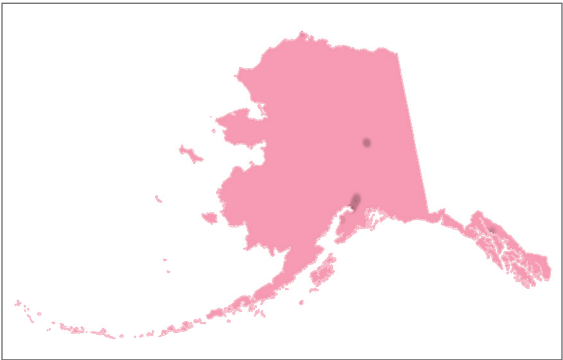
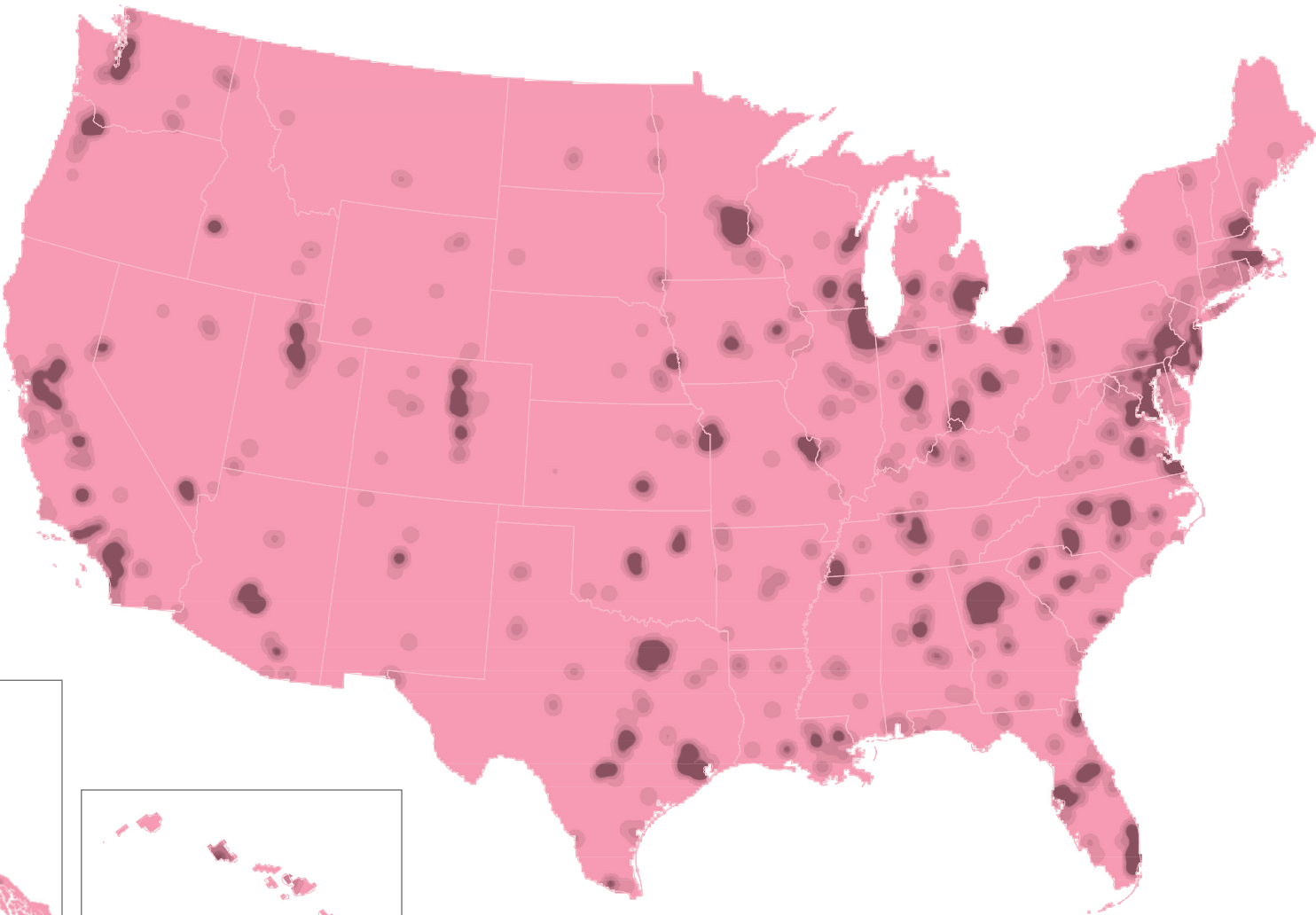
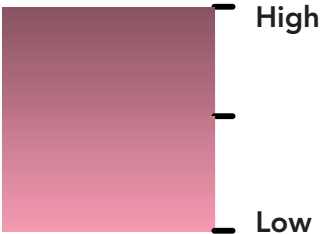
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Workday Drive* Tapestry Segment by households.





LifeMode Group: Affluent Estates

Savvy Suburbanites

1D

Households: 3,664,200

Average Household Size: 2.85

Median Age: 45.1

Median Household Income: \$108,700

WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of \$362,900 (Index 161).
- Low vacancy rate at 3.8%.

SOCIOECONOMIC TRAITS

- Education: 50.6% college graduates; 77.6% with some college education.
- Higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2% (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.



LifeMode Group: Affluent Estates

Savvy Suburbanites

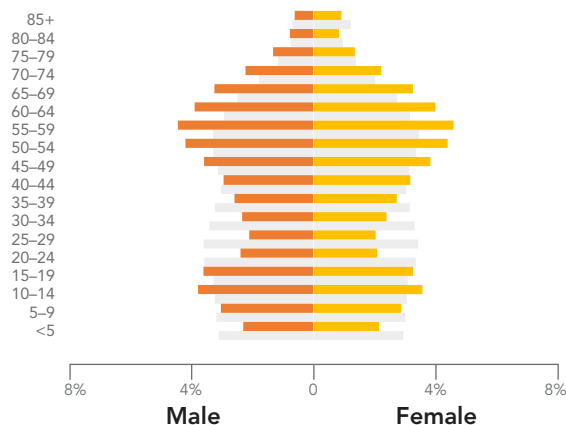


TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: **45.1** US: 38.2

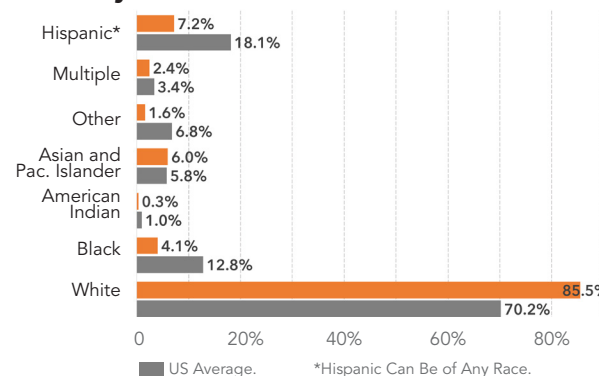
■ Indicates US



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).

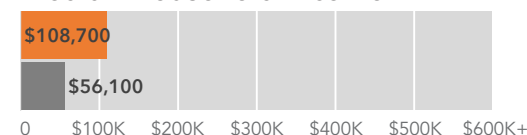
Diversity Index: **36.2** US: 64.0



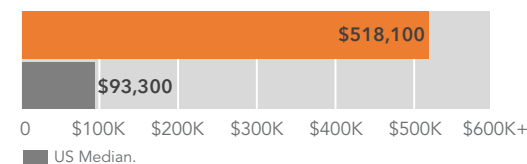
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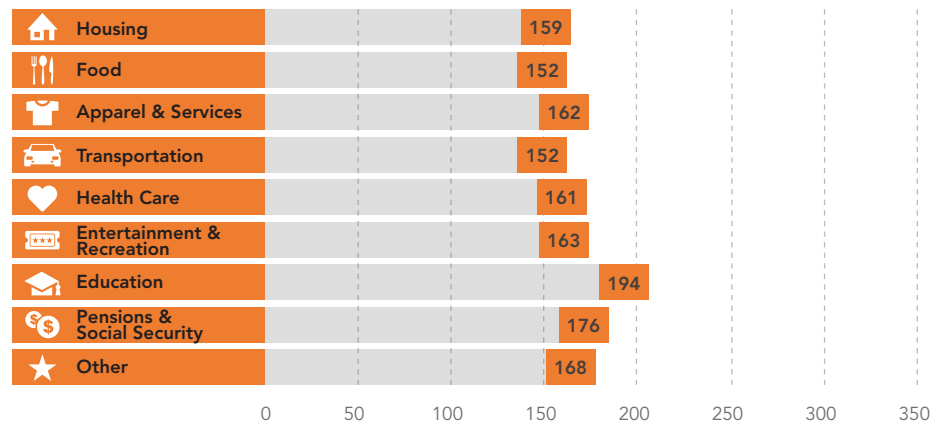


Median Net Worth



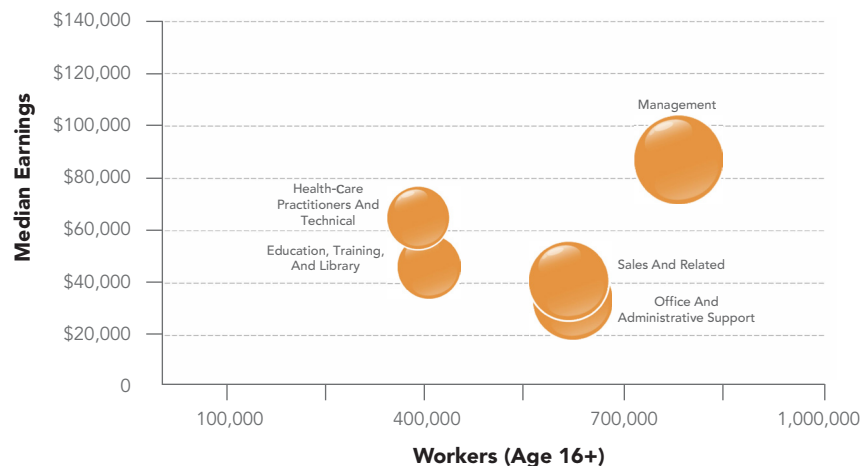
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





LifeMode Group: Affluent Estates

Savvy Suburbanites



TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE

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

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

HOUSING

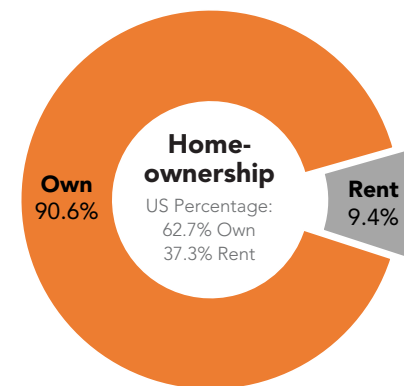
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



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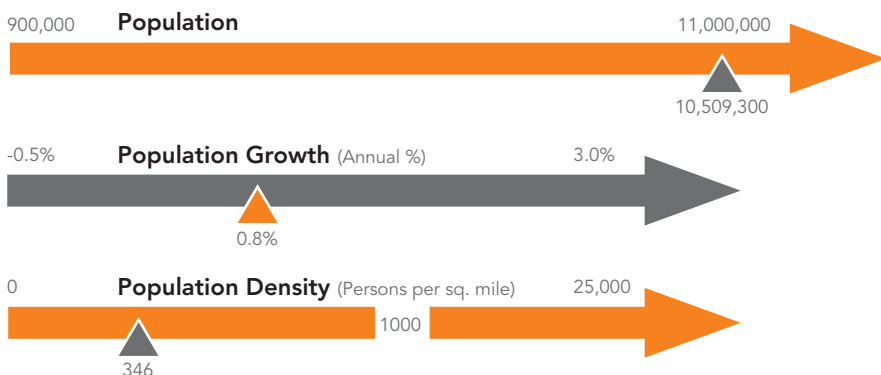
Median Value:
\$362,900

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.





LifeMode Group: Affluent Estates

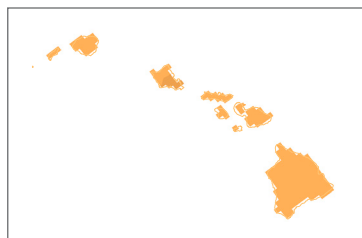
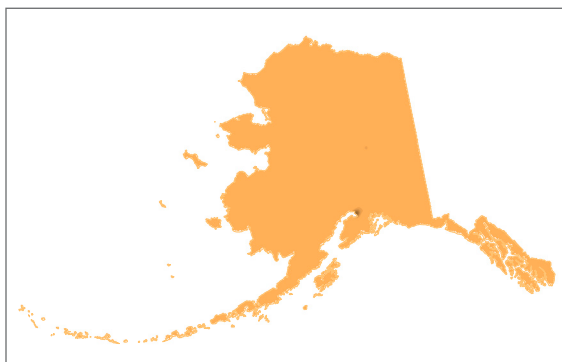
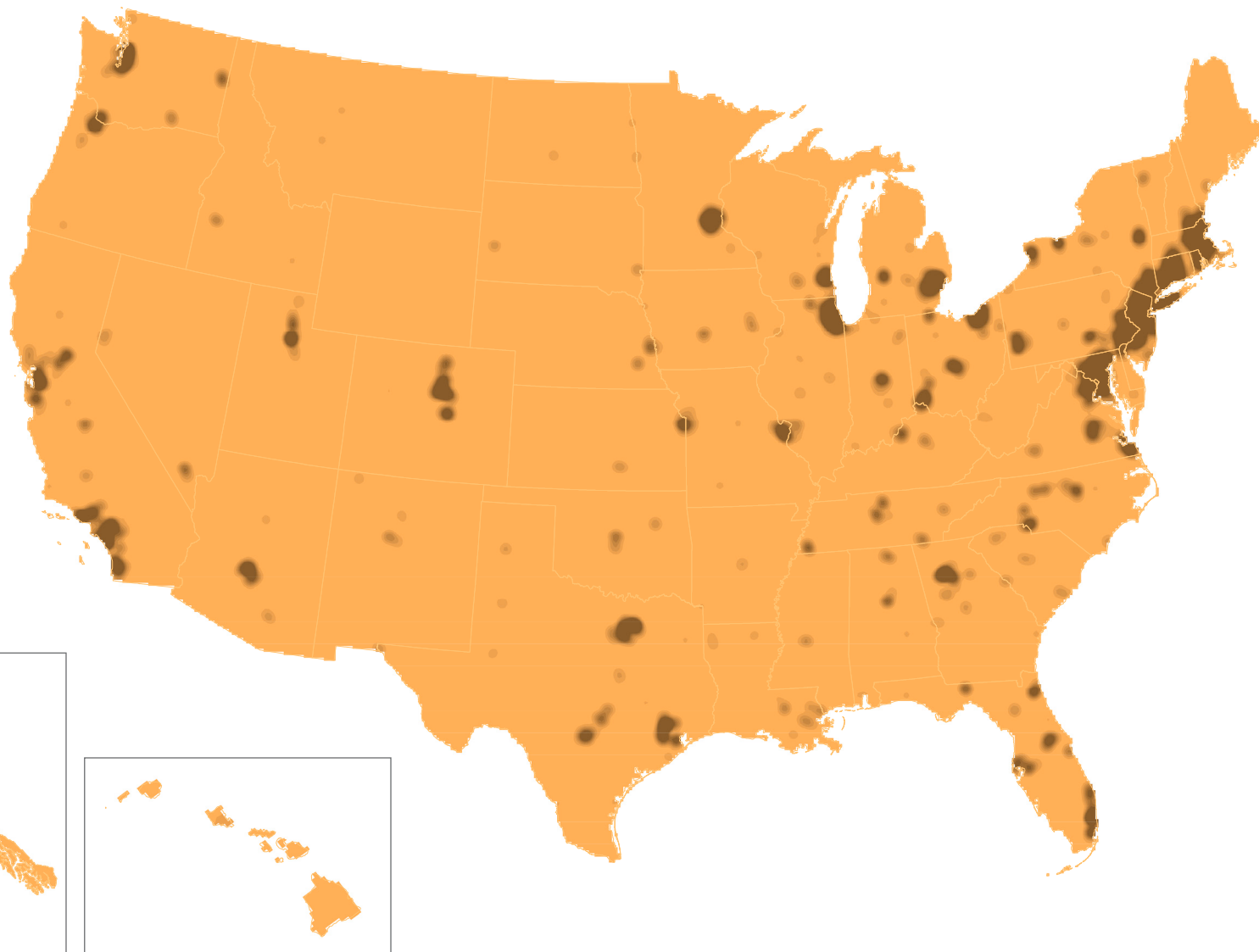
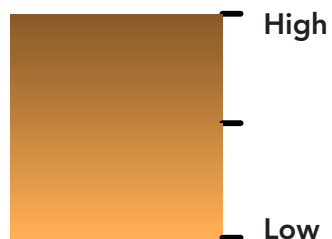
Savvy Suburbanites



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Savvy Suburbanites* Tapestry Segment by households.



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G2831429

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



esri

THE
SCIENCE
OF
WHERE®



LifeMode Group: Middle Ground

Bright Young Professionals

8C

Households: 2,750,200

Average Household Size: 2.41

Median Age: 33.0

Median Household Income: \$54,000

WHO ARE WE?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders are under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

OUR NEIGHBORHOOD

- Approximately 57% of the households rent; 43% own their homes.
- Household type is primarily couples, married (or unmarried), with above-average concentrations of both single-parent (Index 125) and single-person (Index 115) households.
- Multiunit buildings or row housing make up 56% of the housing stock (row housing [Index 178], buildings with 5–19 units [Index 275]); 43% built 1980–99.
- Average rent mirrors the US (Index 100).
- Lower vacancy rate is at 8.2%.

SOCIOECONOMIC TRAITS

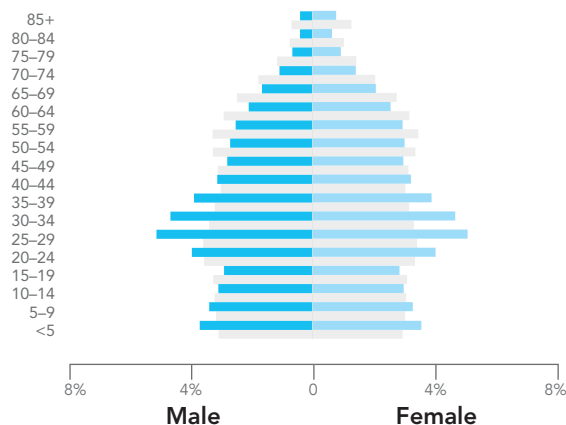
- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the internet.
- Concern about the environment impacts their purchasing decisions.



AGE BY SEX (Esri data)

Median Age: **33.0** US: 38.2

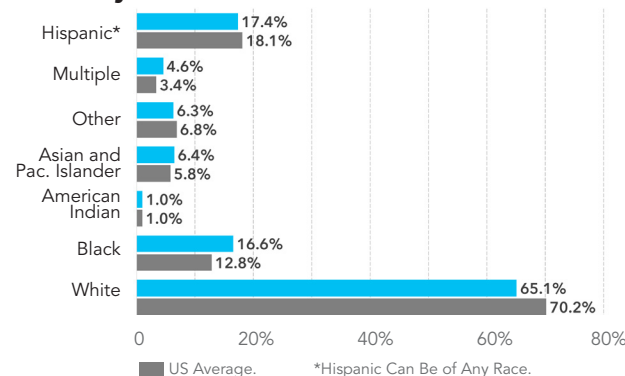
■ Indicates US



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: **67.5** US: 64.0



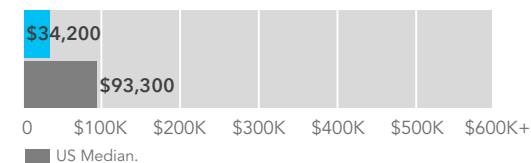
INCOME AND NET WORTH

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

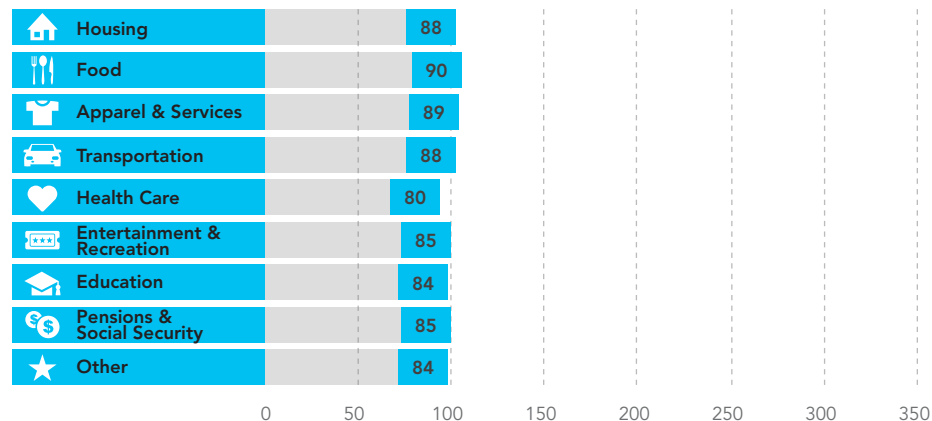


Median Net Worth



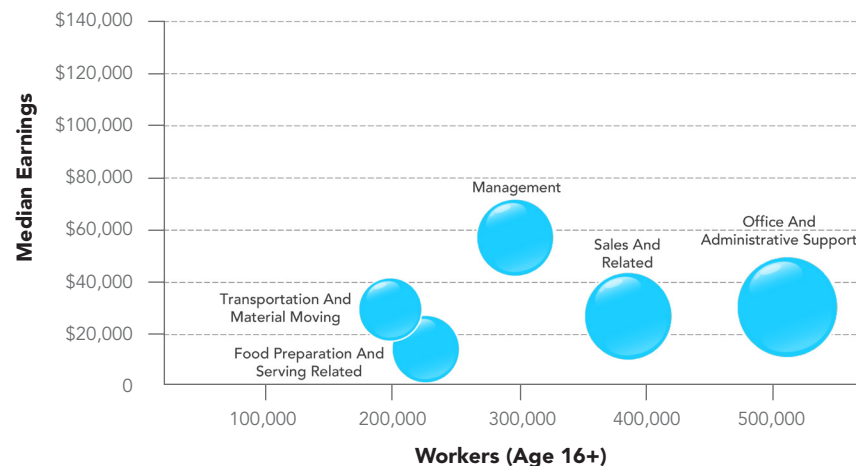
AVERAGE HOUSEHOLD BUDGET INDEX

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.)

- Own retirement savings and student loans.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the beach.
- Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.
- Eat out often at fast-food and family restaurants.

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.



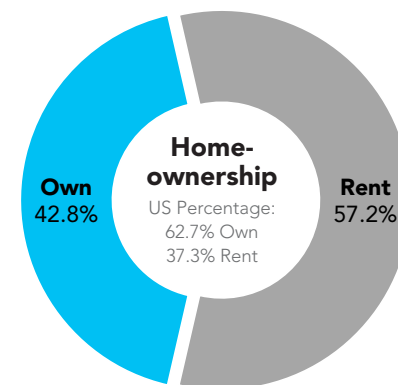
Typical Housing:

Single Family;
Multi-Units

Average Rent:

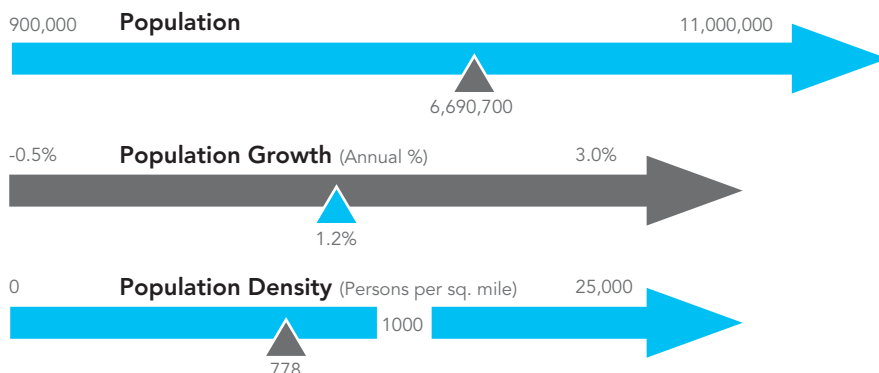
\$1,042

US Average: \$1,038



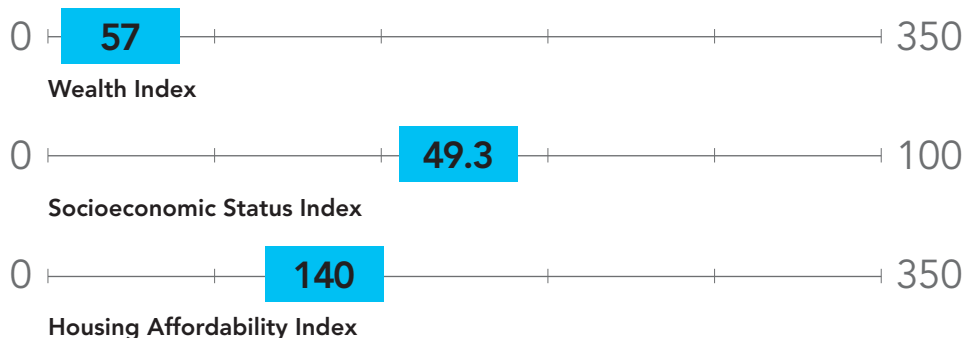
POPULATION CHARACTERISTICS

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



ESRI INDEXES

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





LifeMode Group: Middle Ground

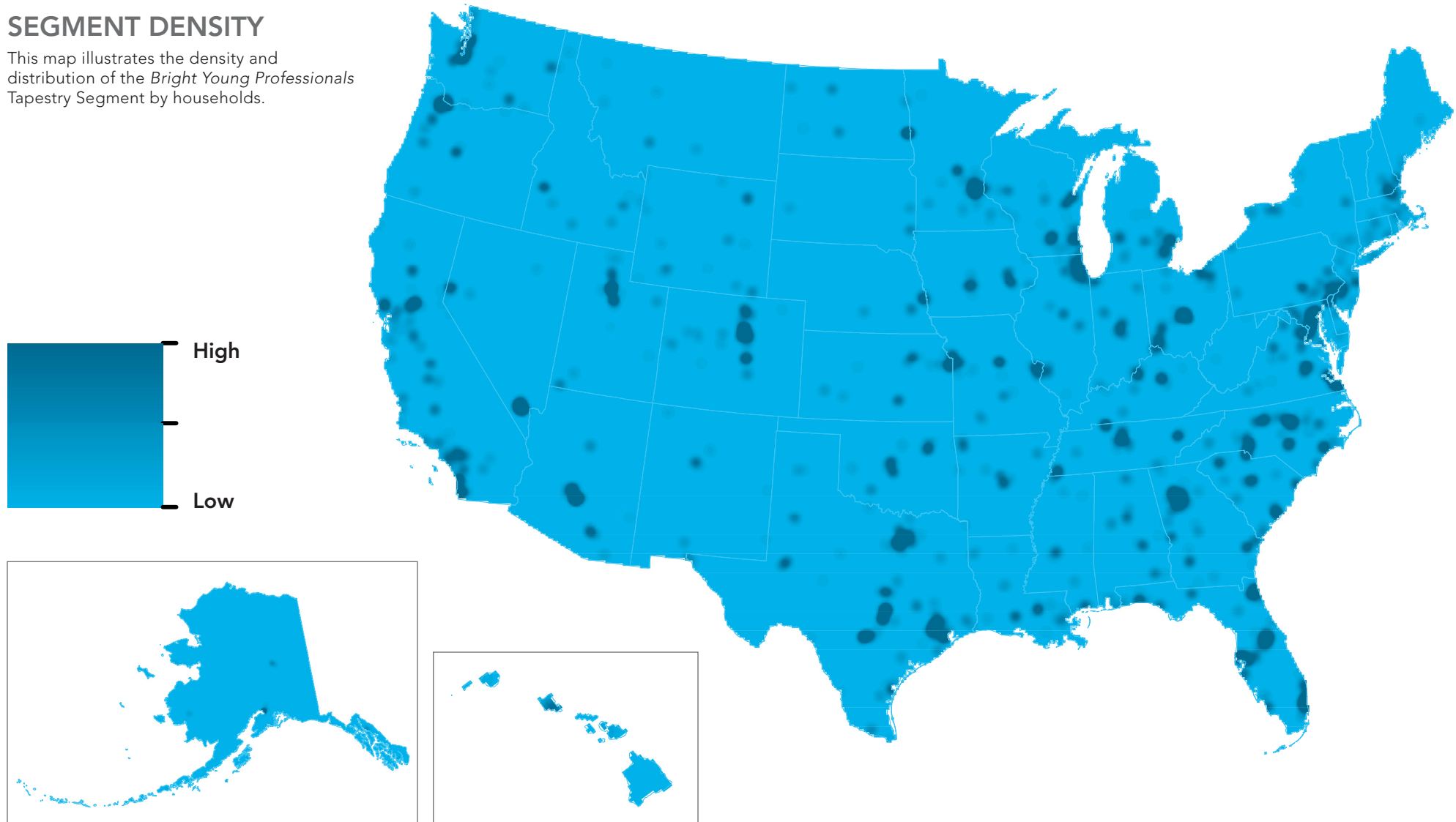
Bright Young Professionals



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Bright Young Professionals* Tapestry Segment by households.



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THE
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WHERE®

Retail Demand Outlook

Papillion, Nebraska



Drive time band: 0 - 15 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Classic Comfort (K4)	13.4%	Population	207,709	214,870
Boomburbs (H2)	8.7%	Households	82,239	85,925
Flourishing Families (H1)	8.6%	Families	52,607	54,637
Middle Ground (K2)	8.6%	Median Age	36.2	37.2
Moderate Metros (C6)	7.4%	Median Household Income	\$87,977	\$99,939

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$199,459,836	\$231,316,883	\$31,857,047
Men's	\$39,463,179	\$45,737,384	\$6,274,205
Women's	\$67,070,488	\$77,745,837	\$10,675,349
Children's	\$28,640,842	\$33,270,178	\$4,629,336
Footwear	\$44,460,137	\$51,584,246	\$7,124,109
Watches & Jewelry	\$16,092,117	\$18,654,097	\$2,561,980
Apparel Products and Services (1)	\$3,733,073	\$4,325,142	\$592,069
Computer			
Computers and Hardware for Home Use	\$18,681,549	\$21,661,455	\$2,979,906
Portable Memory	\$306,574	\$355,421	\$48,847
Computer Software	\$1,398,600	\$1,621,860	\$223,260
Computer Accessories	\$1,576,331	\$1,827,070	\$250,739
Education			
Educational Books/Supplies/Other Expenditures	\$7,943,057	\$9,209,259	\$1,266,202
Other School Supplies	\$7,324,798	\$8,490,843	\$1,166,045

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	\$327,490,628	\$379,535,406	\$52,044,778
Fees and Admissions	\$74,926,904	\$86,948,074	\$12,021,170
Membership Fees for Clubs (2)	\$24,968,091	\$28,940,982	\$3,972,891
Fees for Participant Sports, excl. Trips	\$13,791,890	\$16,011,949	\$2,220,059
Tickets to Theatre/Operas/Concerts	\$8,834,909	\$10,244,109	\$1,409,200
Tickets to Movies	\$3,122,777	\$3,625,526	\$502,749
Tickets to Parks or Museums	\$3,252,711	\$3,781,340	\$528,629
Admission to Sporting Events, excl. Trips	\$7,943,831	\$9,213,262	\$1,269,431
Fees for Recreational Lessons	\$12,918,453	\$15,021,818	\$2,103,365
Dating Services	\$94,242	\$109,089	\$14,847
TV/Video/Audio	\$99,724,851	\$115,508,319	\$15,783,468
Cable and Satellite Television Services	\$50,798,724	\$58,766,450	\$7,967,726
Televisions	\$10,002,086	\$11,602,248	\$1,600,162
Satellite Dishes	\$103,718	\$120,303	\$16,585
VCRs, Video Cameras, and DVD Players	\$336,570	\$390,548	\$53,978
Miscellaneous Video Equipment	\$3,613,199	\$4,200,336	\$587,137
Video Cassettes and DVDs	\$350,463	\$405,910	\$55,447
Video Game Hardware/Accessories	\$4,144,469	\$4,804,822	\$660,353
Video Game Software	\$2,005,203	\$2,323,269	\$318,066
Rental/Streaming/Downloaded Video	\$16,795,048	\$19,475,783	\$2,680,735
Installation of Televisions	\$106,022	\$122,896	\$16,874
Audio (3)	\$11,278,368	\$13,074,552	\$1,796,184
Rental of TV/VCR/Radio/Sound Equipment	\$23,694	\$27,296	\$3,602
Repair of TV/Radio/Sound Equipment	\$167,287	\$193,908	\$26,621
Pets	\$83,245,695	\$96,386,163	\$13,140,468
Toys/Games/Crafts/Hobbies (4)	\$14,656,844	\$16,986,313	\$2,329,469
Recreational Vehicles and Fees (5)	\$15,228,406	\$17,680,248	\$2,451,842
Sports/Recreation/Exercise Equipment (6)	\$20,885,441	\$24,228,329	\$3,342,888
Photo Equipment and Supplies (7)	\$5,526,574	\$6,401,240	\$874,666
Reading (8)	\$9,609,205	\$11,125,798	\$1,516,593
Live Entertainment-for Catered Affairs	\$1,539,506	\$1,780,464	\$240,958
Rental of Party Supplies for Catered Affairs	\$2,147,203	\$2,490,457	\$343,254

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	\$928,721,043	\$1,076,331,607	\$147,610,564
Food at Home	\$595,101,342	\$689,442,119	\$94,340,777
Bakery and Cereal Products	\$78,873,870	\$91,371,500	\$12,497,630
Meats, Poultry, Fish, and Eggs	\$122,837,139	\$142,304,637	\$19,467,498
Dairy Products	\$60,217,987	\$69,762,259	\$9,544,272
Fruits and Vegetables	\$100,507,086	\$116,458,034	\$15,950,948
Snacks and Other Food at Home (9)	\$232,665,259	\$269,545,690	\$36,880,431
Food Away from Home	\$333,619,701	\$386,889,487	\$53,269,786
Alcoholic Beverages	\$53,470,561	\$61,968,146	\$8,497,585
Financial			
Value of Stocks/Bonds/Mutual Funds	\$3,418,852,310	\$3,956,037,204	\$537,184,894
Value of Retirement Plans	\$11,728,434,080	\$13,571,762,227	\$1,843,328,147
Value of Other Financial Assets	\$1,054,438,350	\$1,221,577,794	\$167,139,444
Vehicle Loan Amount excluding Interest	\$303,089,743	\$351,636,218	\$48,546,475
Value of Credit Card Debt	\$246,387,183	\$285,610,826	\$39,223,643
Health			
Nonprescription Drugs	\$16,145,116	\$18,703,833	\$2,558,717
Prescription Drugs	\$35,133,189	\$40,573,393	\$5,440,204
Eyeglasses and Contact Lenses	\$10,440,703	\$12,086,079	\$1,645,376
Personal Care Products (10)	\$49,442,578	\$57,319,294	\$7,876,716
Smoking Products	\$38,189,799	\$44,155,406	\$5,965,607
Home			
Mortgage Payment and Basics (11)	\$1,036,525,521	\$1,202,250,808	\$165,725,287
Maintenance and Remodeling Services	\$350,651,743	\$406,382,964	\$55,731,221
Maintenance and Remodeling Materials (12)	\$63,515,830	\$73,628,326	\$10,112,496
Utilities, Fuel, and Public Services	\$480,727,403	\$556,745,705	\$76,018,302

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)	\$9,622,505	\$11,150,551	\$1,528,046
Furniture	\$72,712,706	\$84,311,680	\$11,598,974
Rugs	\$3,107,164	\$3,600,810	\$493,646
Major Appliances (14)	\$40,529,037	\$46,980,196	\$6,451,159
Housewares (15)	\$7,705,708	\$8,928,833	\$1,223,125
Small Appliances	\$108,378,564	\$125,608,669	\$998,061
Luggage	\$1,967,293	\$2,281,197	\$313,904
Telephones and Accessories	\$6,729,914	\$7,776,393	\$1,046,479
Household Operations			
Child Care	\$48,508,071	\$56,327,432	\$7,819,361
Lawn/Garden (16)	\$51,852,698	\$60,023,537	\$8,170,839
Moving/Storage/Freight Express	\$10,005,887	\$11,597,651	\$1,591,764
Housekeeping Supplies (17)	\$69,658,047	\$80,685,251	\$11,027,204
Insurance			
Owners and Renters Insurance	\$68,764,876	\$79,666,988	\$10,902,112
Vehicle Insurance	\$182,026,835	\$210,998,146	\$28,971,311
Life/Other Insurance	\$54,007,655	\$62,604,037	\$8,596,382
Health Insurance	\$397,075,618	\$459,828,716	\$62,753,098
Transportation			
Payments on Vehicles excluding Leases	\$254,808,193	\$295,459,370	\$40,651,177
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$287,444,509	\$333,137,775	\$45,693,266
Vehicle Maintenance and Repairs	\$110,365,937	\$127,895,955	\$17,530,018
Travel			
Airline Fares	\$64,678,114	\$75,042,702	\$10,364,588
Lodging on Trips	\$84,889,381	\$98,394,545	\$13,505,164
Auto/Truck Rental on Trips	\$9,733,155	\$11,293,819	\$1,560,664
Food and Drink on Trips	\$66,083,521	\$76,633,439	\$10,549,918

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

Papillion, Nebraska



Drive time band: 15 - 30 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Classic Comfort (K4)	8.4%	Population	671,469	689,465
Middle Ground (K2)	8.3%	Households	264,801	274,515
Boomburbs (H2)	8.3%	Families	161,803	166,581
Emerging Hub (D1)	6.5%	Median Age	36.3	37.3
City Greens (K6)	5.7%	Median Household Income	\$83,226	\$95,480

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$682,841,590	\$803,338,521	\$120,496,931
Men's	\$135,425,071	\$159,240,199	\$23,815,128
Women's	\$231,586,042	\$272,355,100	\$40,769,058
Children's	\$96,276,628	\$113,398,601	\$17,121,973
Footwear	\$151,150,308	\$177,893,716	\$26,743,408
Watches & Jewelry	\$55,464,352	\$65,241,297	\$9,776,945
Apparel Products and Services (1)	\$12,939,188	\$15,209,608	\$2,270,420
Computer			
Computers and Hardware for Home Use	\$63,735,900	\$74,980,783	\$11,244,883
Portable Memory	\$1,049,983	\$1,235,709	\$185,726
Computer Software	\$4,787,253	\$5,635,872	\$848,619
Computer Accessories	\$5,409,281	\$6,361,963	\$952,682
Education			
Educational Books/Supplies/Other Expenditures	\$27,134,303	\$31,925,127	\$4,790,824
Other School Supplies	\$25,161,310	\$29,579,160	\$4,417,850

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	\$1,125,916,049	\$1,323,281,750	\$197,365,701
Fees and Admissions	\$255,100,007	\$300,138,453	\$45,038,446
Membership Fees for Clubs (2)	\$85,674,961	\$100,722,576	\$15,047,615
Fees for Participant Sports, excl. Trips	\$46,597,167	\$54,822,950	\$8,225,783
Tickets to Theatre/Operas/Concerts	\$30,341,241	\$35,688,888	\$5,347,647
Tickets to Movies	\$10,539,394	\$12,413,342	\$1,873,948
Tickets to Parks or Museums	\$10,990,707	\$12,951,643	\$1,960,936
Admission to Sporting Events, excl. Trips	\$27,008,954	\$31,749,109	\$4,740,155
Fees for Recreational Lessons	\$43,609,663	\$51,392,190	\$7,782,527
Dating Services	\$337,919	\$397,756	\$59,837
TV/Video/Audio	\$342,875,366	\$402,798,746	\$59,923,380
Cable and Satellite Television Services	\$177,545,097	\$208,271,916	\$30,726,819
Televisions	\$34,031,576	\$40,036,141	\$6,004,565
Satellite Dishes	\$362,586	\$426,679	\$64,093
VCRs, Video Cameras, and DVD Players	\$1,160,614	\$1,365,238	\$204,624
Miscellaneous Video Equipment	\$11,135,778	\$13,139,370	\$2,003,592
Video Cassettes and DVDs	\$1,244,227	\$1,462,918	\$218,691
Video Game Hardware/Accessories	\$14,077,314	\$16,564,778	\$2,487,464
Video Game Software	\$6,906,755	\$8,131,771	\$1,225,016
Rental/Streaming/Downloaded Video	\$56,697,802	\$66,702,498	\$10,004,696
Installation of Televisions	\$365,768	\$430,111	\$64,343
Audio (3)	\$38,691,937	\$45,496,584	\$6,804,647
Rental of TV/VCR/Radio/Sound Equipment	\$86,378	\$101,038	\$14,660
Repair of TV/Radio/Sound Equipment	\$569,534	\$669,703	\$100,169
Pets	\$288,116,758	\$338,359,449	\$50,242,691
Toys/Games/Crafts/Hobbies (4)	\$50,521,413	\$59,386,383	\$8,864,970
Recreational Vehicles and Fees (5)	\$52,287,884	\$61,496,401	\$9,208,517
Sports/Recreation/Exercise Equipment (6)	\$71,845,560	\$84,517,443	\$12,671,883
Photo Equipment and Supplies (7)	\$19,261,472	\$22,640,683	\$3,379,211
Reading (8)	\$33,355,981	\$39,186,483	\$5,830,502
Live Entertainment-for Catered Affairs	\$5,340,689	\$6,270,425	\$929,736
Rental of Party Supplies for Catered Affairs	\$7,210,919	\$8,487,284	\$1,276,365

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	\$3,182,165,233	\$3,741,100,263	\$558,935,030
Food at Home	\$2,047,491,938	\$2,406,183,844	\$358,691,906
Bakery and Cereal Products	\$272,350,760	\$320,029,135	\$47,678,375
Meats, Poultry, Fish, and Eggs	\$421,229,627	\$495,006,099	\$73,776,472
Dairy Products	\$207,416,880	\$243,736,163	\$36,319,283
Fruits and Vegetables	\$345,840,655	\$406,507,222	\$60,666,567
Snacks and Other Food at Home (9)	\$800,654,016	\$940,905,224	\$140,251,208
Food Away from Home	\$1,134,673,295	\$1,334,916,419	\$200,243,124
Alcoholic Beverages	\$183,156,372	\$215,354,353	\$32,197,981
Financial			
Value of Stocks/Bonds/Mutual Funds	\$11,934,634,797	\$14,004,138,640	\$2,069,503,843
Value of Retirement Plans	\$40,688,010,067	\$47,722,583,420	\$7,034,573,353
Value of Other Financial Assets	\$3,627,393,556	\$4,258,157,102	\$630,763,546
Vehicle Loan Amount excluding Interest	\$1,023,014,965	\$1,203,615,287	\$180,600,322
Value of Credit Card Debt	\$840,820,748	\$988,426,825	\$147,606,077
Health			
Nonprescription Drugs	\$55,435,198	\$65,121,285	\$9,686,087
Prescription Drugs	\$124,196,625	\$145,415,619	\$21,218,994
Eyeglasses and Contact Lenses	\$36,105,135	\$42,382,484	\$6,277,349
Personal Care Products (10)	\$167,988,742	\$197,583,163	\$29,594,421
Smoking Products	\$134,528,781	\$157,833,612	\$23,304,831
Home			
Mortgage Payment and Basics (11)	\$3,532,347,157	\$4,151,101,032	\$618,753,875
Maintenance and Remodeling Services	\$1,203,954,269	\$1,413,733,085	\$209,778,816
Maintenance and Remodeling Materials (12)	\$217,550,210	\$255,406,862	\$37,856,652
Utilities, Fuel, and Public Services	\$1,650,283,648	\$1,938,347,949	\$288,064,301

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)	\$32,863,909	\$38,634,038	\$5,770,129
Furniture	\$248,004,167	\$291,629,468	\$43,625,301
Rugs	\$10,671,043	\$12,541,229	\$1,870,186
Major Appliances (14)	\$138,501,740	\$162,742,644	\$24,240,904
Housewares (15)	\$26,512,209	\$31,166,640	\$4,654,431
Small Appliances	\$371,248,729	\$436,402,863	\$3,777,248
Luggage	\$6,724,184	\$7,909,204	\$1,185,020
Telephones and Accessories	\$23,709,958	\$27,799,521	\$4,089,563
Household Operations			
Child Care	\$163,414,394	\$192,418,781	\$29,004,387
Lawn/Garden (16)	\$179,430,813	\$210,520,020	\$31,089,207
Moving/Storage/Freight Express	\$33,971,471	\$39,983,818	\$6,012,347
Housekeeping Supplies (17)	\$239,697,574	\$281,613,458	\$41,915,884
Insurance			
Owners and Renters Insurance	\$235,527,602	\$276,483,938	\$40,956,336
Vehicle Insurance	\$617,357,483	\$725,867,959	\$108,510,476
Life/Other Insurance	\$185,591,662	\$218,038,206	\$32,446,544
Health Insurance	\$1,367,413,227	\$1,605,523,621	\$238,110,394
Transportation			
Payments on Vehicles excluding Leases	\$864,357,109	\$1,016,265,095	\$151,907,986
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$977,473,424	\$1,148,960,923	\$171,487,499
Vehicle Maintenance and Repairs	\$376,776,923	\$442,845,440	\$66,068,517
Travel			
Airline Fares	\$220,651,643	\$259,679,404	\$39,027,761
Lodging on Trips	\$291,753,884	\$342,876,822	\$51,122,938
Auto/Truck Rental on Trips	\$33,250,901	\$39,127,983	\$5,877,082
Food and Drink on Trips	\$226,236,534	\$266,041,079	\$39,804,545

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

Papillion, Nebraska



Drive time band: 30 - 60 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Middle Ground (K2)	10.7%	Population	501,315	515,083
Savvy Suburbanites (L1)	7.7%	Households	200,811	207,715
Classic Comfort (K4)	7.3%	Families	122,430	125,770
Room to Roam (K7)	6.9%	Median Age	37.6	38.5
Country Charm (I7)	6.4%	Median Household Income	\$78,128	\$87,291

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$459,597,829	\$537,282,111	\$77,684,282
Men's	\$91,962,832	\$107,452,813	\$15,489,981
Women's	\$156,187,414	\$182,576,077	\$26,388,663
Children's	\$63,129,101	\$73,879,489	\$10,750,388
Footwear	\$102,385,791	\$119,679,240	\$17,293,449
Watches & Jewelry	\$37,154,024	\$43,441,011	\$6,286,987
Apparel Products and Services (1)	\$8,778,668	\$10,253,481	\$1,474,813
Computer			
Computers and Hardware for Home Use	\$42,831,353	\$50,078,573	\$7,247,220
Portable Memory	\$739,834	\$863,843	\$124,009
Computer Software	\$3,318,949	\$3,874,842	\$555,893
Computer Accessories	\$3,737,466	\$4,363,866	\$626,400
Education			
Educational Books/Supplies/Other Expenditures	\$18,476,904	\$21,596,460	\$3,119,556
Other School Supplies	\$17,230,388	\$20,130,977	\$2,900,589

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	\$788,163,395	\$920,575,949	\$132,412,554
Fees and Admissions	\$173,274,425	\$202,779,182	\$29,504,757
Membership Fees for Clubs (2)	\$58,561,722	\$68,479,886	\$9,918,164
Fees for Participant Sports, excl. Trips	\$31,613,442	\$37,014,258	\$5,400,816
Tickets to Theatre/Operas/Concerts	\$20,844,687	\$24,375,977	\$3,531,290
Tickets to Movies	\$6,993,525	\$8,184,240	\$1,190,715
Tickets to Parks or Museums	\$7,530,074	\$8,813,762	\$1,283,688
Admission to Sporting Events, excl. Trips	\$18,831,454	\$22,011,659	\$3,180,205
Fees for Recreational Lessons	\$28,675,344	\$33,637,890	\$4,962,546
Dating Services	\$224,176	\$261,512	\$37,336
TV/Video/Audio	\$238,333,598	\$278,249,191	\$39,915,593
Cable and Satellite Television Services	\$126,638,975	\$147,683,049	\$21,044,074
Televisions	\$22,825,042	\$26,690,221	\$3,865,179
Satellite Dishes	\$238,801	\$278,970	\$40,169
VCRs, Video Cameras, and DVD Players	\$790,825	\$923,863	\$133,038
Miscellaneous Video Equipment	\$6,733,626	\$7,907,827	\$1,174,201
Video Cassettes and DVDs	\$874,773	\$1,020,059	\$145,286
Video Game Hardware/Accessories	\$9,584,470	\$11,191,431	\$1,606,961
Video Game Software	\$4,727,103	\$5,519,049	\$791,946
Rental/Streaming/Downloaded Video	\$38,616,926	\$45,128,671	\$6,511,745
Installation of Televisions	\$245,940	\$288,168	\$42,228
Audio (3)	\$26,622,523	\$31,110,265	\$4,487,742
Rental of TV/VCR/Radio/Sound Equipment	\$63,364	\$73,740	\$10,376
Repair of TV/Radio/Sound Equipment	\$371,230	\$433,879	\$62,649
Pets	\$207,205,521	\$241,739,032	\$34,533,511
Toys/Games/Crafts/Hobbies (4)	\$35,427,211	\$41,364,870	\$5,937,659
Recreational Vehicles and Fees (5)	\$36,970,637	\$43,225,930	\$6,255,293
Sports/Recreation/Exercise Equipment (6)	\$50,902,988	\$59,449,936	\$8,546,948
Photo Equipment and Supplies (7)	\$13,328,711	\$15,567,496	\$2,238,785
Reading (8)	\$23,805,323	\$27,789,549	\$3,984,226
Live Entertainment-for Catered Affairs	\$4,035,540	\$4,705,756	\$670,216
Rental of Party Supplies for Catered Affairs	\$4,879,441	\$5,705,007	\$825,566

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	\$2,176,293,350	\$2,542,288,351	\$365,995,001
Food at Home	\$1,414,246,536	\$1,651,292,048	\$237,045,512
Bakery and Cereal Products	\$188,795,157	\$220,436,854	\$31,641,697
Meats, Poultry, Fish, and Eggs	\$289,031,360	\$337,484,082	\$48,452,722
Dairy Products	\$144,577,503	\$168,780,792	\$24,203,289
Fruits and Vegetables	\$237,716,023	\$277,633,557	\$39,917,534
Snacks and Other Food at Home (9)	\$554,126,493	\$646,956,761	\$92,830,268
Food Away from Home	\$762,046,814	\$890,996,303	\$128,949,489
Alcoholic Beverages	\$124,608,109	\$145,687,258	\$21,079,149
Financial			
Value of Stocks/Bonds/Mutual Funds	\$8,568,658,037	\$10,015,132,110	\$1,446,474,073
Value of Retirement Plans	\$29,366,113,469	\$34,296,769,030	\$4,930,655,561
Value of Other Financial Assets	\$2,513,196,514	\$2,937,517,132	\$424,320,618
Vehicle Loan Amount excluding Interest	\$694,265,799	\$811,564,267	\$117,298,468
Value of Credit Card Debt	\$572,968,517	\$669,685,905	\$96,717,388
Health			
Nonprescription Drugs	\$38,695,201	\$45,182,199	\$6,486,998
Prescription Drugs	\$91,320,180	\$106,307,088	\$14,986,908
Eyeglasses and Contact Lenses	\$26,174,760	\$30,535,412	\$4,360,652
Personal Care Products (10)	\$113,107,735	\$132,185,680	\$19,077,945
Smoking Products	\$95,114,861	\$110,773,133	\$15,658,272
Home			
Mortgage Payment and Basics (11)	\$2,439,069,358	\$2,853,633,980	\$414,564,622
Maintenance and Remodeling Services	\$864,950,809	\$1,010,884,166	\$145,933,357
Maintenance and Remodeling Materials (12)	\$160,085,486	\$186,879,117	\$26,793,631
Utilities, Fuel, and Public Services	\$1,145,685,277	\$1,337,425,402	\$191,740,125

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)	\$22,332,836	\$26,091,391	\$3,758,555
Furniture	\$168,716,759	\$197,239,538	\$28,522,779
Rugs	\$7,337,643	\$8,578,195	\$1,240,552
Major Appliances (14)	\$95,336,735	\$111,420,956	\$16,084,221
Housewares (15)	\$18,231,148	\$21,294,667	\$3,063,519
Small Appliances	\$257,369,163	\$300,726,568	\$2,434,540
Luggage	\$4,526,993	\$5,295,597	\$768,604
Telephones and Accessories	\$16,948,660	\$19,756,202	\$2,807,542
Household Operations			
Child Care	\$108,744,193	\$127,349,878	\$18,605,685
Lawn/Garden (16)	\$130,595,188	\$152,425,886	\$21,830,698
Moving/Storage/Freight Express	\$22,586,840	\$26,404,928	\$3,818,088
Housekeeping Supplies (17)	\$165,499,641	\$193,232,367	\$27,732,726
Insurance			
Owners and Renters Insurance	\$166,272,992	\$194,179,888	\$27,906,896
Vehicle Insurance	\$418,711,605	\$489,190,195	\$70,478,590
Life/Other Insurance	\$129,445,775	\$151,282,680	\$21,836,905
Health Insurance	\$963,449,416	\$1,124,609,026	\$161,159,610
Transportation			
Payments on Vehicles excluding Leases	\$592,406,563	\$692,148,401	\$99,741,838
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$670,150,061	\$782,625,139	\$112,475,078
Vehicle Maintenance and Repairs	\$261,790,649	\$305,745,060	\$43,954,411
Travel			
Airline Fares	\$148,536,470	\$173,866,051	\$25,329,581
Lodging on Trips	\$203,671,490	\$238,093,682	\$34,422,192
Auto/Truck Rental on Trips	\$22,653,405	\$26,498,565	\$3,845,160
Food and Drink on Trips	\$156,459,738	\$182,909,987	\$26,450,249

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

Papillion, 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	98	\$29,751.64	\$2,446,745,035
44-45	Retail Trade	98	\$25,193.46	\$2,071,884,887
722	Food Services & Drinking Places	97	\$4,558.18	\$374,860,148

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	98	\$3,149.55	\$259,015,815
4411	Automobile Dealers	97	\$2,691.20	\$221,321,663
4412	Other Motor Vehicle Dealers	102	\$224.72	\$18,480,527
4413	Auto Parts, Accessories & Tire Stores	99	\$233.63	\$19,213,625
442	Furniture and Home Furnishings Stores	99	\$984.36	\$80,952,581
4421	Furniture Stores	100	\$644.91	\$53,036,601
4422	Home Furnishings Stores	97	\$339.45	\$27,915,980
443, 4431	Electronics and Appliance Stores	101	\$288.08	\$23,691,277
444	Bldg Material & Garden Equipment & Supplies Dealers	98	\$1,369.49	\$112,625,534
4441	Building Material and Supplies Dealers	99	\$1,240.74	\$102,037,439
4442	Lawn and Garden Equipment and Supplies Stores	95	\$128.75	\$10,588,095
445	Food and Beverage Stores	96	\$5,488.34	\$451,355,237
4451	Grocery Stores	96	\$5,143.01	\$422,955,979
4452	Specialty Food Stores	96	\$171.74	\$14,123,461
4453	Beer, Wine, and Liquor Stores	96	\$173.59	\$14,275,796
446, 4461	Health and Personal Care Stores	98	\$814.91	\$67,017,304
447, 4471	Gasoline Stations	99	\$3,785.83	\$311,342,511
448	Clothing and Clothing Accessories Stores	99	\$1,249.99	\$102,797,571
4481	Clothing Stores	99	\$987.41	\$81,203,651
4482	Shoe Stores	98	\$242.78	\$19,966,121
4483	Jewelry, Luggage, and Leather Goods Stores	97	\$19.79	\$1,627,799
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	98	\$454.98	\$37,417,224
4511	Sporting Goods, Hobby, and Musical Inst Stores	98	\$361.20	\$29,704,778
4512	Book Stores and News Dealers	99	\$93.78	\$7,712,446
452	General Merchandise Stores	98	\$4,323.35	\$355,548,116
4522	Department Stores	99	\$391.87	\$32,226,744
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	98	\$3,931.48	\$323,321,372

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	96	\$600.60	\$49,393,068
4531	Florists	95	\$27.56	\$2,266,264
4532	Office Supplies, Stationery, and Gift Stores	98	\$98.64	\$8,112,294
4533	Used Merchandise Stores	94	\$82.80	\$6,809,344
4539	Other Miscellaneous Store Retailers	95	\$391.60	\$32,205,166
454	Nonstore Retailers	96	\$2,683.99	\$220,728,651
4541	Electronic Shopping and Mail-Order Houses	98	\$2,325.96	\$191,284,447
4542	Vending Machine Operators	98	\$45.20	\$3,717,392
4543	Direct Selling Establishments	87	\$312.83	\$25,726,812
722	Food Services & Drinking Places	97	\$4,558.18	\$374,860,148
7223	Special Food Services	97	\$16.49	\$1,356,322
7224	Drinking Places (Alcoholic Beverages)	96	\$117.17	\$9,635,790
7225	Restaurants and Other Eating Places	97	\$4,424.52	\$363,868,036

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

Papillion, 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	103	\$31,447.64	\$8,327,367,243
44-45	Retail Trade	103	\$26,623.86	\$7,050,023,954
722	Food Services & Drinking Places	103	\$4,823.79	\$1,277,343,290

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	104	\$3,343.62	\$885,393,912
4411	Automobile Dealers	103	\$2,858.49	\$756,929,988
4412	Other Motor Vehicle Dealers	109	\$239.62	\$63,451,984
4413	Auto Parts, Accessories & Tire Stores	104	\$245.51	\$65,011,940
442	Furniture and Home Furnishings Stores	105	\$1,041.90	\$275,895,765
4421	Furniture Stores	106	\$680.79	\$180,274,311
4422	Home Furnishings Stores	103	\$361.11	\$95,621,454
443, 4431	Electronics and Appliance Stores	106	\$302.32	\$80,055,271
444	Bldg Material & Garden Equipment & Supplies Dealers	105	\$1,456.44	\$385,665,828
4441	Building Material and Supplies Dealers	105	\$1,319.22	\$349,330,518
4442	Lawn and Garden Equipment and Supplies Stores	101	\$137.22	\$36,335,309
445	Food and Beverage Stores	102	\$5,802.48	\$1,536,502,051
4451	Grocery Stores	102	\$5,436.79	\$1,439,667,677
4452	Specialty Food Stores	101	\$181.60	\$48,088,868
4453	Beer, Wine, and Liquor Stores	102	\$184.08	\$48,745,506
446, 4461	Health and Personal Care Stores	104	\$861.71	\$228,181,454
447, 4471	Gasoline Stations	103	\$3,959.66	\$1,048,522,372
448	Clothing and Clothing Accessories Stores	104	\$1,321.11	\$349,829,977
4481	Clothing Stores	104	\$1,044.50	\$276,584,736
4482	Shoe Stores	103	\$255.55	\$67,669,738
4483	Jewelry, Luggage, and Leather Goods Stores	103	\$21.06	\$5,575,504
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	104	\$481.67	\$127,546,893
4511	Sporting Goods, Hobby, and Musical Inst Stores	104	\$382.51	\$101,289,229
4512	Book Stores and News Dealers	104	\$99.16	\$26,257,664
452	General Merchandise Stores	103	\$4,565.56	\$1,208,966,132
4522	Department Stores	104	\$413.79	\$109,570,891
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	103	\$4,151.78	\$1,099,395,241

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	102	\$638.24	\$169,007,269
4531	Florists	102	\$29.37	\$7,776,746
4532	Office Supplies, Stationery, and Gift Stores	104	\$104.40	\$27,644,419
4533	Used Merchandise Stores	100	\$88.35	\$23,395,736
4539	Other Miscellaneous Store Retailers	101	\$416.13	\$110,190,367
454	Nonstore Retailers	102	\$2,849.15	\$754,457,032
4541	Electronic Shopping and Mail-Order Houses	103	\$2,462.49	\$652,069,806
4542	Vending Machine Operators	103	\$47.58	\$12,599,383
4543	Direct Selling Establishments	95	\$339.08	\$89,787,842
722	Food Services & Drinking Places	103	\$4,823.79	\$1,277,343,290
7223	Special Food Services	103	\$17.48	\$4,628,374
7224	Drinking Places (Alcoholic Beverages)	103	\$125.05	\$33,114,408
7225	Restaurants and Other Eating Places	103	\$4,681.25	\$1,239,600,508

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

Papillion, 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	95	\$28,875.83	\$5,798,585,179
44-45	Retail Trade	95	\$24,577.30	\$4,935,392,316
722	Food Services & Drinking Places	92	\$4,298.53	\$863,192,864

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	97	\$3,116.79	\$625,885,209
4411	Automobile Dealers	95	\$2,637.82	\$529,703,231
4412	Other Motor Vehicle Dealers	114	\$250.79	\$50,360,903
4413	Auto Parts, Accessories & Tire Stores	96	\$228.18	\$45,821,075
442	Furniture and Home Furnishings Stores	95	\$944.66	\$189,697,250
4421	Furniture Stores	95	\$611.59	\$122,813,474
4422	Home Furnishings Stores	95	\$333.07	\$66,883,775
443, 4431	Electronics and Appliance Stores	95	\$270.46	\$54,310,455
444	Bldg Material & Garden Equipment & Supplies Dealers	100	\$1,388.42	\$278,810,715
4441	Building Material and Supplies Dealers	100	\$1,254.80	\$251,977,659
4442	Lawn and Garden Equipment and Supplies Stores	99	\$133.62	\$26,833,056
445	Food and Beverage Stores	94	\$5,337.36	\$1,071,800,644
4451	Grocery Stores	94	\$5,004.47	\$1,004,951,868
4452	Specialty Food Stores	93	\$166.04	\$33,342,437
4453	Beer, Wine, and Liquor Stores	92	\$166.86	\$33,506,339
446, 4461	Health and Personal Care Stores	98	\$813.23	\$163,306,425
447, 4471	Gasoline Stations	95	\$3,632.67	\$729,480,432
448	Clothing and Clothing Accessories Stores	93	\$1,180.56	\$237,069,089
4481	Clothing Stores	93	\$932.53	\$187,262,466
4482	Shoe Stores	93	\$229.14	\$46,014,377
4483	Jewelry, Luggage, and Leather Goods Stores	93	\$18.88	\$3,792,245
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	95	\$442.08	\$88,774,823
4511	Sporting Goods, Hobby, and Musical Inst Stores	96	\$352.27	\$70,740,212
4512	Book Stores and News Dealers	94	\$89.81	\$18,034,611
452	General Merchandise Stores	95	\$4,190.37	\$841,472,907
4522	Department Stores	93	\$369.31	\$74,162,179
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	95	\$3,821.06	\$767,310,728

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	97	\$606.01	\$121,693,806
4531	Florists	99	\$28.64	\$5,752,153
4532	Office Supplies, Stationery, and Gift Stores	95	\$94.90	\$19,056,993
4533	Used Merchandise Stores	95	\$83.45	\$16,757,118
4539	Other Miscellaneous Store Retailers	97	\$399.02	\$80,127,542
454	Nonstore Retailers	95	\$2,654.69	\$533,090,559
4541	Electronic Shopping and Mail-Order Houses	95	\$2,269.55	\$455,750,096
4542	Vending Machine Operators	95	\$43.70	\$8,776,077
4543	Direct Selling Establishments	95	\$341.44	\$68,564,386
722	Food Services & Drinking Places	92	\$4,298.53	\$863,192,864
7223	Special Food Services	92	\$15.62	\$3,136,696
7224	Drinking Places (Alcoholic Beverages)	92	\$111.99	\$22,489,671
7225	Restaurants and Other Eating Places	92	\$4,170.92	\$837,566,497

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


Papillion, Nebraska



Drive time band: 0 - 15 minute radius

Demographic Summary		2025	2030
Population		207,709	214,870
Population 18+		157,633	165,672
Households		82,239	85,925
Median Household Income		\$87,977	\$99,939
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	101,807	64.6%	102
Bought Women`s Clothing Last 12 Mo	83,245	52.8%	101
Bought Shoes Last 12 Mo	121,182	76.9%	101
Bought Fine Jewelry Last 12 Mo	34,660	22.0%	100
Bought Watch Last 12 Mo	20,037	12.7%	99
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	75,649	92.0%	103
HH Bought or Leased New Vehicle Last 12 Mo	7,245	8.8%	104
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	144,683	91.8%	103
Bought or Changed Motor Oil Last 12 Mo	87,967	55.8%	103
Had Vehicle Tune-Up Last 12 Mo	36,143	22.9%	100
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	61,196	38.8%	102
Drank Beer or Ale Last 6 Mo	59,484	37.7%	101


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

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

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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	13,409	8.5%	100
Own Digital SLR Camera or Camcorder	15,390	9.8%	101
Printed Digital Photos Last 12 Mo	40,684	25.8%	103
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	54,702	34.7%	100
Have a Smartphone	149,688	95.0%	101
Have Android Phone (Any Brand) Smartphone	59,257	37.6%	100
Have Apple iPhone Smartphone	93,991	59.6%	102
HH Owns 1 Cell Phone	23,670	28.8%	96
HH Owns 2 Cell Phones	32,066	39.0%	101
HH Owns 3+ Cell Phones	24,664	30.0%	104
HH Has Cell Phone Only (No Landline Telephone)	64,846	78.8%	105
Computers (Households)			
HH Owns Computer	69,219	84.2%	102
HH Owns Desktop Computer	30,898	37.6%	101
HH Owns Laptop or Notebook	57,778	70.3%	102
HH Owns Apple or Mac Brand Computer	20,053	24.4%	98
HH Owns PC or Non-Apple Brand Computer	58,599	71.3%	103
HH Purchased Most Recent Home Computer at Store	29,472	35.8%	102
HH Purchased Most Recent Home Computer Online	22,733	27.6%	102
HH Spent \$1-499 on Most Recent Home Computer	10,896	13.3%	102
HH Spent \$500-999 on Most Recent Home Computer	15,317	18.6%	105
HH Spent \$1K-1499 on Most Recent Home Computer	9,289	11.3%	102
HH Spent \$1500-1999 on Most Recent Home Computer	3,224	3.9%	96
HH Spent \$2000+ on Most Recent Home Computer	5,322	6.5%	103

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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	107,880	68.4%	104
Bought Brewed Coffee at Convenience Store Last 30 Days	20,337	12.9%	103
Bought Cigarettes at Convenience Store Last 30 Days	8,844	5.6%	98
Bought Gas at Convenience Store Last 30 Days	69,375	44.0%	108
Spent \$1-19 at Convenience Store Last 30 Days	10,432	6.6%	105
Spent \$20-39 at Convenience Store Last 30 Days	13,014	8.3%	102
Spent \$40-50 at Convenience Store Last 30 Days	9,774	6.2%	98
Spent \$51-99 at Convenience Store Last 30 Days	9,491	6.0%	113
Spent \$100+ at Convenience Store Last 30 Days	40,596	25.8%	104
Entertainment (Adults)			
Attended Movie Last 6 Mo	86,931	55.1%	104
Went to Live Theater Last 12 Mo	18,672	11.8%	102
Went to Bar or Night Club Last 12 Mo	31,546	20.0%	103
Dined Out Last 12 Mo	89,565	56.8%	101
Gambled at Casino Last 12 Mo	20,163	12.8%	100
Visited Theme Park Last 12 Mo	30,718	19.5%	103
Viewed Movie (Video-on-Demand) Last 30 Days	12,634	8.0%	98
Viewed TV Show (Video-on-Demand) Last 30 Days	8,449	5.4%	98
Used Internet to Download Movie Last 30 Days	11,008	7.0%	103
Downloaded Individual Song Last 6 Mo	28,610	18.1%	100
Used Internet to Watch Movie Last 30 Days	57,276	36.3%	103
Used Internet to Watch TV Program Last 30 Days	36,922	23.4%	103
Played (Console) Video or Electronic Game Last 12 Mo	22,393	14.2%	111
Played (Portable) Video or Electronic Game Last 12 Mo	12,678	8.0%	111

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	59,892	38.0%	108
Used ATM or Cash Machine Last 12 Mo	95,985	60.9%	100
Own Any Stock	21,221	13.5%	98
Own U.S. Savings Bonds	11,820	7.5%	100
Own Shares in Mutual Fund (Stocks)	18,246	11.6%	96
Own Shares in Mutual Fund (Bonds)	11,783	7.5%	98
Have Interest Checking Account	60,205	38.2%	102
Have Non-Interest Checking Account	58,044	36.8%	101
Have Savings Account	116,103	73.7%	103
Have 401(k) Retirement Savings Plan	41,023	26.0%	108
Own or Used Any Credit or Debit Card Last 12 Mo	146,165	92.7%	101
Avg \$1-110 Monthly Credit Card Expenditures	31,306	19.9%	102
Avg \$111-225 Monthly Credit Card Expenditures	19,254	12.2%	100
Avg \$226-450 Monthly Credit Card Expenditures	13,344	8.5%	101
Avg \$451-700 Monthly Credit Card Expenditures	14,443	9.2%	105
Avg \$701-1000 Monthly Credit Card Expenditures	12,361	7.8%	100
Avg \$1001-2000 Monthly Credit Card Expenditures	18,214	11.6%	100
Avg \$2001+ Monthly Credit Card Expenditures	20,456	13.0%	97
Did Online Banking Last 12 Mo	90,662	57.5%	103
Did Mobile Device Banking Last 12 Mo	80,964	51.4%	105
Grocery (Adults)			
HH Used Bread Last 6 Mo	77,549	94.3%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	63,550	77.3%	101
HH Used Turkey (Fresh or Frozen) Last 6 Mo	16,761	20.4%	102
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	46,604	56.7%	99
HH Used Fresh Fruit or Vegetables Last 6 Mo	74,345	90.4%	100
HH Used Fresh Milk Last 6 Mo	67,994	82.7%	101
HH Used Organic Food Last 6 Mo	19,523	23.7%	96

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	73,712	46.8%	102
Exercise at Club 2+ Times Per Week	21,368	13.6%	102
Visited Doctor Last 12 Mo	125,325	79.5%	100
Used Vitamins or Dietary Supplements Last 6 Mo	102,434	65.0%	100
Home (Households)			
HH Did Home Improvement Last 12 Mo	28,513	34.7%	102
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	28,270	34.4%	101
HH Purchased Low Ticket HH Furnishing Last 12 Mo	18,340	22.3%	106
HH Purchased Big Ticket HH Furnishing Last 12 Mo	21,385	26.0%	109
HH Bought Small Kitchen Appliance Last 12 Mo	19,488	23.7%	104
HH Purchased Large Appliance/12 Mo	15,292	18.6%	104
Insurance (Adults/Households)			
Currently Carry Life Insurance	82,667	52.4%	104
Personally Carry Any Medical or Hospital or Accident Insurance	133,695	84.8%	100
Homeowner Carries Insurance on Home/Personal Property	94,619	60.0%	102
Renter Carries Insurance on Home/Personal Property	22,681	14.4%	108
HH Has 1 Vehicle Covered with Auto Insurance	27,159	33.0%	102
HH Has 2 Vehicles Covered with Auto Insurance	26,863	32.7%	106
HH Has 3+ Vehicles Covered with Auto Insurance	20,319	24.7%	97

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	43,354	52.7%	102
HH Owns 1+ Cats	19,626	23.9%	99
HH Owns 1+ Dogs	32,118	39.0%	102
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	24,537	15.6%	97
Buying American Is Important: 4-Agr Cmpl	42,081	26.7%	98
Buy Based on Quality Not Price: 4-Agr Cmpl	22,095	14.0%	99
Buy on Credit Rather Than Wait: 4-Agr Cmpl	18,947	12.0%	98
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	15,004	9.5%	96
Will Pay More for Environ Safe Products: 4-Agr Cmpl	16,876	10.7%	98
Buy Based on Price Not Brands: 4-Agr Cmpl	43,409	27.5%	101
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	6,456	4.1%	104
Reading (Adults)			
Bought Digital Book Last 12 Mo	28,668	18.2%	103
Bought Hardcover Book Last 12 Mo	41,831	26.5%	103
Bought Paperback Book Last 12 Mo	54,270	34.4%	102
Read Daily Newspaper (Paper Version)	9,076	5.8%	82
Read Digital Newspaper Last 30 Days	85,676	54.4%	100
Read Magazine (Paper or Electronic Version) Last 6 Mo	137,074	87.0%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	118,941	75.5%	104
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	40,597	25.8%	106
Went to Fast Food or Drive-In Restaurant Last 6 Mo	146,280	92.8%	102
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	65,830	41.8%	105
Ordered Eat-In Fast Food Last 6 Mo	53,749	34.1%	103
Ordered Home Delivery Fast Food Last 6 Mo	20,584	13.1%	106
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	81,939	52.0%	107
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	35,752	22.7%	99
Television & Electronics (Adults/Households)			
Own Tablet	89,200	56.6%	101
Own E-Reader	26,469	16.8%	103
Own E-Reader or Tablet: Apple iPad	57,889	36.7%	101
HH Owns Internet Connectable TV	35,126	42.7%	103
Own Portable MP3 Player	12,344	7.8%	102
HH Owns 1 TV	15,282	18.6%	94
HH Owns 2 TVs	22,731	27.6%	100
HH Owns 3 TVs	18,347	22.3%	101
HH Owns 4+ TVs	19,313	23.5%	107
HH Subscribes to Cable TV	22,221	27.0%	96
HH Subscribes to Fiber Optic TV	2,552	3.1%	96
HH Owns Portable GPS Device	13,428	16.3%	98
HH Purchased Video Game System Last 12 Mo	5,619	6.8%	97
HH Owns Internet Video Device for TV	45,099	54.8%	104

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

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	100,232	63.6%	103
Took 3+ Domestic Non-Business Trips Last 12 Mo	29,184	18.5%	101
Spent \$1-999 on Domestic Vacations Last 12 Mo	18,081	11.5%	104
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	10,838	6.9%	99
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	7,687	4.9%	102
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	9,377	6.0%	106
Spent \$3K+ on Domestic Vacations Last 12 Mo	19,518	12.4%	104
Used Internet Travel Site for Domestic Trip Last 12 Mo	9,941	6.3%	98
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	46,518	29.5%	97
Took 3+ Foreign Trips by Plane Last 3 Yrs	8,133	5.2%	93
Spent \$1-999 on Foreign Vacations Last 12 Mo	6,413	4.1%	96
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	6,771	4.3%	100
Spent \$3K+ on Foreign Vacations Last 12 Mo	14,315	9.1%	94
Used General Travel Site: Foreign Trip Last 3 Yrs	7,795	5.0%	92
Spent Night at Hotel or Motel Last 12 Mo	88,561	56.2%	103
Took Cruise of More Than One Day Last 3 Yrs	14,103	8.9%	101
Member of Frequent Flyer Program	43,521	27.6%	100
Member of Hotel Rewards Program	47,771	30.3%	103

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


Papillion, Nebraska



Drive time band: 15 - 30 minute radius

Demographic Summary		2025	2030
Population		671,469	689,465
Population 18+		507,522	528,589
Households		264,801	274,515
Median Household Income		\$83,226	\$95,480
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	324,846	64.0%	101
Bought Women`s Clothing Last 12 Mo	266,271	52.5%	100
Bought Shoes Last 12 Mo	387,471	76.3%	101
Bought Fine Jewelry Last 12 Mo	112,149	22.1%	101
Bought Watch Last 12 Mo	64,995	12.8%	100
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	239,750	90.5%	101
HH Bought or Leased New Vehicle Last 12 Mo	23,036	8.7%	102
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	459,495	90.5%	101
Bought or Changed Motor Oil Last 12 Mo	278,697	54.9%	102
Had Vehicle Tune-Up Last 12 Mo	116,686	23.0%	100
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	197,607	38.9%	102
Drank Beer or Ale Last 6 Mo	190,072	37.5%	101

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

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

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	42,536	8.4%	99
Own Digital SLR Camera or Camcorder	49,147	9.7%	100
Printed Digital Photos Last 12 Mo	129,871	25.6%	103
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	178,045	35.1%	102
Have a Smartphone	481,017	94.8%	101
Have Android Phone (Any Brand) Smartphone	191,431	37.7%	101
Have Apple iPhone Smartphone	300,682	59.3%	101
HH Owns 1 Cell Phone	80,254	30.3%	101
HH Owns 2 Cell Phones	100,881	38.1%	98
HH Owns 3+ Cell Phones	77,563	29.3%	102
HH Has Cell Phone Only (No Landline Telephone)	206,897	78.1%	104
Computers (Households)			
HH Owns Computer	221,102	83.5%	101
HH Owns Desktop Computer	99,029	37.4%	100
HH Owns Laptop or Notebook	184,267	69.6%	101
HH Owns Apple or Mac Brand Computer	64,744	24.4%	98
HH Owns PC or Non-Apple Brand Computer	186,762	70.5%	102
HH Purchased Most Recent Home Computer at Store	93,441	35.3%	101
HH Purchased Most Recent Home Computer Online	72,802	27.5%	102
HH Spent \$1-499 on Most Recent Home Computer	34,599	13.1%	101
HH Spent \$500-999 on Most Recent Home Computer	48,365	18.3%	103
HH Spent \$1K-1499 on Most Recent Home Computer	29,848	11.3%	101
HH Spent \$1500-1999 on Most Recent Home Computer	10,461	4.0%	97
HH Spent \$2000+ on Most Recent Home Computer	17,148	6.5%	103

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	344,713	67.9%	103
Bought Brewed Coffee at Convenience Store Last 30 Days	63,864	12.6%	100
Bought Cigarettes at Convenience Store Last 30 Days	30,921	6.1%	107
Bought Gas at Convenience Store Last 30 Days	221,004	43.5%	106
Spent \$1-19 at Convenience Store Last 30 Days	32,903	6.5%	103
Spent \$20-39 at Convenience Store Last 30 Days	41,848	8.3%	102
Spent \$40-50 at Convenience Store Last 30 Days	32,393	6.4%	101
Spent \$51-99 at Convenience Store Last 30 Days	28,827	5.7%	107
Spent \$100+ at Convenience Store Last 30 Days	131,012	25.8%	105
Entertainment (Adults)			
Attended Movie Last 6 Mo	275,762	54.3%	102
Went to Live Theater Last 12 Mo	60,891	12.0%	103
Went to Bar or Night Club Last 12 Mo	102,712	20.2%	104
Dined Out Last 12 Mo	285,304	56.2%	100
Gambled at Casino Last 12 Mo	64,769	12.8%	99
Visited Theme Park Last 12 Mo	95,529	18.8%	100
Viewed Movie (Video-on-Demand) Last 30 Days	40,661	8.0%	98
Viewed TV Show (Video-on-Demand) Last 30 Days	27,363	5.4%	98
Used Internet to Download Movie Last 30 Days	35,874	7.1%	105
Downloaded Individual Song Last 6 Mo	92,460	18.2%	100
Used Internet to Watch Movie Last 30 Days	184,753	36.4%	103
Used Internet to Watch TV Program Last 30 Days	119,822	23.6%	104
Played (Console) Video or Electronic Game Last 12 Mo	71,584	14.1%	110
Played (Portable) Video or Electronic Game Last 12 Mo	39,571	7.8%	107

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

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	189,293	37.3%	106
Used ATM or Cash Machine Last 12 Mo	306,831	60.5%	100
Own Any Stock	68,305	13.5%	98
Own U.S. Savings Bonds	38,455	7.6%	101
Own Shares in Mutual Fund (Stocks)	59,178	11.7%	97
Own Shares in Mutual Fund (Bonds)	38,196	7.5%	98
Have Interest Checking Account	191,098	37.6%	100
Have Non-Interest Checking Account	184,966	36.4%	100
Have Savings Account	367,994	72.5%	101
Have 401(k) Retirement Savings Plan	129,486	25.5%	106
Own or Used Any Credit or Debit Card Last 12 Mo	468,273	92.3%	100
Avg \$1-110 Monthly Credit Card Expenditures	100,179	19.7%	101
Avg \$111-225 Monthly Credit Card Expenditures	60,879	12.0%	98
Avg \$226-450 Monthly Credit Card Expenditures	41,753	8.2%	98
Avg \$451-700 Monthly Credit Card Expenditures	44,369	8.7%	100
Avg \$701-1000 Monthly Credit Card Expenditures	39,402	7.8%	99
Avg \$1001-2000 Monthly Credit Card Expenditures	57,169	11.3%	98
Avg \$2001+ Monthly Credit Card Expenditures	65,607	12.9%	96
Did Online Banking Last 12 Mo	286,393	56.4%	101
Did Mobile Device Banking Last 12 Mo	256,185	50.5%	103
Grocery (Adults)			
HH Used Bread Last 6 Mo	249,156	94.1%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	202,460	76.5%	100
HH Used Turkey (Fresh or Frozen) Last 6 Mo	53,318	20.1%	101
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	149,731	56.5%	99
HH Used Fresh Fruit or Vegetables Last 6 Mo	238,834	90.2%	100
HH Used Fresh Milk Last 6 Mo	216,536	81.8%	100
HH Used Organic Food Last 6 Mo	64,497	24.4%	98

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	233,822	46.1%	100
Exercise at Club 2+ Times Per Week	68,707	13.5%	102
Visited Doctor Last 12 Mo	403,731	79.5%	100
Used Vitamins or Dietary Supplements Last 6 Mo	327,048	64.4%	99
Home (Households)			
HH Did Home Improvement Last 12 Mo	90,133	34.0%	100
HH Used Maid/Prof Cleaning Srvs (Incl Furn/Carpet) Last 12 Mo	91,298	34.5%	101
HH Purchased Low Ticket HH Furnishing Last 12 Mo	58,300	22.0%	105
HH Purchased Big Ticket HH Furnishing Last 12 Mo	67,131	25.4%	106
HH Bought Small Kitchen Appliance Last 12 Mo	61,927	23.4%	102
HH Purchased Large Appliance/12 Mo	48,815	18.4%	103
Insurance (Adults/Households)			
Currently Carry Life Insurance	265,624	52.3%	104
Personally Carry Any Medical or Hospital or Accident Insurance	430,064	84.7%	100
Homeowner Carries Insurance on Home/Personal Property	301,193	59.4%	101
Renter Carries Insurance on Home/Personal Property	72,750	14.3%	108
HH Has 1 Vehicle Covered with Auto Insurance	87,751	33.1%	103
HH Has 2 Vehicles Covered with Auto Insurance	84,067	31.8%	103
HH Has 3+ Vehicles Covered with Auto Insurance	64,486	24.4%	96


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	136,047	51.4%	100
HH Owns 1+ Cats	62,050	23.4%	98
HH Owns 1+ Dogs	99,878	37.7%	99
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	79,858	15.7%	98
Buying American Is Important: 4-Agr Cmpl	135,609	26.7%	98
Buy Based on Quality Not Price: 4-Agr Cmpl	71,952	14.2%	100
Buy on Credit Rather Than Wait: 4-Agr Cmpl	61,610	12.1%	99
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	49,323	9.7%	98
Will Pay More for Environ Safe Products: 4-Agr Cmpl	54,523	10.7%	98
Buy Based on Price Not Brands: 4-Agr Cmpl	139,425	27.5%	101
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	21,088	4.2%	106
Reading (Adults)			
Bought Digital Book Last 12 Mo	91,296	18.0%	102
Bought Hardcover Book Last 12 Mo	132,729	26.1%	101
Bought Paperback Book Last 12 Mo	173,599	34.2%	101
Read Daily Newspaper (Paper Version)	31,368	6.2%	88
Read Digital Newspaper Last 30 Days	280,862	55.3%	102
Read Magazine (Paper or Electronic Version) Last 6 Mo	442,984	87.3%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	377,060	74.3%	102
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	127,847	25.2%	103
Went to Fast Food or Drive-In Restaurant Last 6 Mo	468,462	92.3%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	209,162	41.2%	104
Ordered Eat-In Fast Food Last 6 Mo	168,611	33.2%	100
Ordered Home Delivery Fast Food Last 6 Mo	65,277	12.9%	105
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	259,322	51.1%	105
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	115,996	22.9%	100
Television & Electronics (Adults/Households)			
Own Tablet	285,968	56.4%	100
Own E-Reader	84,212	16.6%	101
Own E-Reader or Tablet: Apple iPad	183,688	36.2%	100
HH Owns Internet Connectable TV	112,271	42.4%	102
Own Portable MP3 Player	39,970	7.9%	103
HH Owns 1 TV	50,491	19.1%	97
HH Owns 2 TVs	73,517	27.8%	100
HH Owns 3 TVs	57,893	21.9%	99
HH Owns 4+ TVs	61,005	23.0%	105
HH Subscribes to Cable TV	72,221	27.3%	96
HH Subscribes to Fiber Optic TV	8,313	3.1%	97
HH Owns Portable GPS Device	43,423	16.4%	99
HH Purchased Video Game System Last 12 Mo	17,071	6.5%	91
HH Owns Internet Video Device for TV	144,335	54.5%	104


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	316,483	62.4%	101
Took 3+ Domestic Non-Business Trips Last 12 Mo	92,282	18.2%	100
Spent \$1-999 on Domestic Vacations Last 12 Mo	57,155	11.3%	102
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	35,033	6.9%	100
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	24,195	4.8%	100
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	28,379	5.6%	100
Spent \$3K+ on Domestic Vacations Last 12 Mo	61,222	12.1%	101
Used Internet Travel Site for Domestic Trip Last 12 Mo	31,914	6.3%	98
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	148,442	29.3%	96
Took 3+ Foreign Trips by Plane Last 3 Yrs	26,154	5.2%	93
Spent \$1-999 on Foreign Vacations Last 12 Mo	20,446	4.0%	95
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	20,939	4.1%	96
Spent \$3K+ on Foreign Vacations Last 12 Mo	46,694	9.2%	95
Used General Travel Site: Foreign Trip Last 3 Yrs	24,721	4.9%	91
Spent Night at Hotel or Motel Last 12 Mo	280,081	55.2%	101
Took Cruise of More Than One Day Last 3 Yrs	45,671	9.0%	102
Member of Frequent Flyer Program	139,830	27.6%	100
Member of Hotel Rewards Program	151,898	29.9%	102

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Retail Market Potential


Papillion, Nebraska



Drive time band: 30 - 60 minute radius

Demographic Summary		2025	2030
Population		501,315	515,083
Population 18+		388,585	404,537
Households		200,811	207,715
Median Household Income		\$78,128	\$87,291
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	249,636	64.2%	101
Bought Women`s Clothing Last 12 Mo	202,875	52.2%	100
Bought Shoes Last 12 Mo	296,376	76.3%	101
Bought Fine Jewelry Last 12 Mo	81,270	20.9%	95
Bought Watch Last 12 Mo	47,281	12.2%	95
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	185,145	92.2%	103
HH Bought or Leased New Vehicle Last 12 Mo	17,110	8.5%	100
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	355,937	91.6%	103
Bought or Changed Motor Oil Last 12 Mo	218,538	56.2%	104
Had Vehicle Tune-Up Last 12 Mo	87,958	22.6%	98
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	147,562	38.0%	100
Drank Beer or Ale Last 6 Mo	146,662	37.7%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	34,658	8.9%	105
Own Digital SLR Camera or Camcorder	38,680	9.9%	103
Printed Digital Photos Last 12 Mo	101,727	26.2%	105
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	133,466	34.4%	99
Have a Smartphone	367,156	94.5%	100
Have Android Phone (Any Brand) Smartphone	149,334	38.4%	102
Have Apple iPhone Smartphone	225,153	57.9%	99
HH Owns 1 Cell Phone	61,644	30.7%	102
HH Owns 2 Cell Phones	79,902	39.8%	103
HH Owns 3+ Cell Phones	55,103	27.4%	95
HH Has Cell Phone Only (No Landline Telephone)	156,159	77.8%	103
Computers (Households)			
HH Owns Computer	169,507	84.4%	102
HH Owns Desktop Computer	75,990	37.8%	102
HH Owns Laptop or Notebook	140,275	69.8%	102
HH Owns Apple or Mac Brand Computer	47,026	23.4%	94
HH Owns PC or Non-Apple Brand Computer	143,911	71.7%	103
HH Purchased Most Recent Home Computer at Store	73,011	36.4%	104
HH Purchased Most Recent Home Computer Online	55,688	27.7%	103
HH Spent \$1-499 on Most Recent Home Computer	28,135	14.0%	108
HH Spent \$500-999 on Most Recent Home Computer	38,055	18.9%	107
HH Spent \$1K-1499 on Most Recent Home Computer	22,589	11.3%	101
HH Spent \$1500-1999 on Most Recent Home Computer	7,808	3.9%	95
HH Spent \$2000+ on Most Recent Home Computer	12,545	6.3%	99

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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	268,153	69.0%	105
Bought Brewed Coffee at Convenience Store Last 30 Days	50,544	13.0%	104
Bought Cigarettes at Convenience Store Last 30 Days	23,117	6.0%	104
Bought Gas at Convenience Store Last 30 Days	175,424	45.1%	110
Spent \$1-19 at Convenience Store Last 30 Days	25,002	6.4%	102
Spent \$20-39 at Convenience Store Last 30 Days	32,248	8.3%	103
Spent \$40-50 at Convenience Store Last 30 Days	25,585	6.6%	104
Spent \$51-99 at Convenience Store Last 30 Days	21,868	5.6%	106
Spent \$100+ at Convenience Store Last 30 Days	104,051	26.8%	109
Entertainment (Adults)			
Attended Movie Last 6 Mo	206,685	53.2%	100
Went to Live Theater Last 12 Mo	45,901	11.8%	102
Went to Bar or Night Club Last 12 Mo	79,195	20.4%	105
Dined Out Last 12 Mo	224,764	57.8%	103
Gambled at Casino Last 12 Mo	49,025	12.6%	98
Visited Theme Park Last 12 Mo	67,256	17.3%	92
Viewed Movie (Video-on-Demand) Last 30 Days	29,099	7.5%	91
Viewed TV Show (Video-on-Demand) Last 30 Days	19,166	4.9%	90
Used Internet to Download Movie Last 30 Days	25,467	6.5%	97
Downloaded Individual Song Last 6 Mo	69,760	17.9%	99
Used Internet to Watch Movie Last 30 Days	136,566	35.1%	100
Used Internet to Watch TV Program Last 30 Days	90,324	23.2%	103
Played (Console) Video or Electronic Game Last 12 Mo	53,598	13.8%	108
Played (Portable) Video or Electronic Game Last 12 Mo	28,647	7.4%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	144,778	37.3%	106
Used ATM or Cash Machine Last 12 Mo	235,433	60.6%	100
Own Any Stock	52,223	13.4%	98
Own U.S. Savings Bonds	30,916	8.0%	106
Own Shares in Mutual Fund (Stocks)	46,738	12.0%	100
Own Shares in Mutual Fund (Bonds)	30,749	7.9%	103
Have Interest Checking Account	152,214	39.2%	104
Have Non-Interest Checking Account	145,540	37.5%	103
Have Savings Account	287,308	73.9%	103
Have 401(k) Retirement Savings Plan	100,027	25.7%	106
Own or Used Any Credit or Debit Card Last 12 Mo	360,229	92.7%	101
Avg \$1-110 Monthly Credit Card Expenditures	77,997	20.1%	103
Avg \$111-225 Monthly Credit Card Expenditures	46,866	12.1%	98
Avg \$226-450 Monthly Credit Card Expenditures	33,637	8.7%	103
Avg \$451-700 Monthly Credit Card Expenditures	34,056	8.8%	100
Avg \$701-1000 Monthly Credit Card Expenditures	30,311	7.8%	100
Avg \$1001-2000 Monthly Credit Card Expenditures	44,807	11.5%	100
Avg \$2001+ Monthly Credit Card Expenditures	49,467	12.7%	95
Did Online Banking Last 12 Mo	221,469	57.0%	102
Did Mobile Device Banking Last 12 Mo	194,081	50.0%	102
Grocery (Adults)			
HH Used Bread Last 6 Mo	189,674	94.5%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	154,003	76.7%	100
HH Used Turkey (Fresh or Frozen) Last 6 Mo	41,357	20.6%	103
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	112,310	55.9%	98
HH Used Fresh Fruit or Vegetables Last 6 Mo	181,339	90.3%	100
HH Used Fresh Milk Last 6 Mo	165,899	82.6%	101
HH Used Organic Food Last 6 Mo	45,763	22.8%	92


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	178,662	46.0%	100
Exercise at Club 2+ Times Per Week	50,353	13.0%	97
Visited Doctor Last 12 Mo	312,358	80.4%	101
Used Vitamins or Dietary Supplements Last 6 Mo	251,042	64.6%	99
Home (Households)			
HH Did Home Improvement Last 12 Mo	71,440	35.6%	105
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	70,375	35.0%	103
HH Purchased Low Ticket HH Furnishing Last 12 Mo	44,560	22.2%	106
HH Purchased Big Ticket HH Furnishing Last 12 Mo	49,646	24.7%	103
HH Bought Small Kitchen Appliance Last 12 Mo	46,676	23.2%	102
HH Purchased Large Appliance/12 Mo	37,252	18.6%	104
Insurance (Adults/Households)			
Currently Carry Life Insurance	207,574	53.4%	106
Personally Carry Any Medical or Hospital or Accident Insurance	335,152	86.3%	102
Homeowner Carries Insurance on Home/Personal Property	242,012	62.3%	106
Renter Carries Insurance on Home/Personal Property	52,791	13.6%	102
HH Has 1 Vehicle Covered with Auto Insurance	64,913	32.3%	100
HH Has 2 Vehicles Covered with Auto Insurance	64,502	32.1%	104
HH Has 3+ Vehicles Covered with Auto Insurance	52,890	26.3%	104


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	109,171	54.4%	106
HH Owns 1+ Cats	52,893	26.3%	110
HH Owns 1+ Dogs	79,897	39.8%	104
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	57,964	14.9%	93
Buying American Is Important: 4-Agr Cmpl	112,038	28.8%	105
Buy Based on Quality Not Price: 4-Agr Cmpl	52,541	13.5%	95
Buy on Credit Rather Than Wait: 4-Agr Cmpl	45,523	11.7%	95
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	37,890	9.8%	98
Will Pay More for Environ Safe Products: 4-Agr Cmpl	39,980	10.3%	94
Buy Based on Price Not Brands: 4-Agr Cmpl	108,674	28.0%	102
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	13,590	3.5%	89
Reading (Adults)			
Bought Digital Book Last 12 Mo	69,250	17.8%	101
Bought Hardcover Book Last 12 Mo	104,109	26.8%	104
Bought Paperback Book Last 12 Mo	134,267	34.5%	102
Read Daily Newspaper (Paper Version)	26,807	6.9%	99
Read Digital Newspaper Last 30 Days	205,468	52.9%	97
Read Magazine (Paper or Electronic Version) Last 6 Mo	335,656	86.4%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	287,507	74.0%	102
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	96,136	24.7%	101
Went to Fast Food or Drive-In Restaurant Last 6 Mo	357,007	91.9%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	155,535	40.0%	101
Ordered Eat-In Fast Food Last 6 Mo	131,301	33.8%	102
Ordered Home Delivery Fast Food Last 6 Mo	45,853	11.8%	96
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	202,509	52.1%	107
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	87,572	22.5%	98
Television & Electronics (Adults/Households)			
Own Tablet	214,403	55.2%	98
Own E-Reader	64,218	16.5%	101
Own E-Reader or Tablet: Apple iPad	136,565	35.1%	97
HH Owns Internet Connectable TV	85,957	42.8%	103
Own Portable MP3 Player	31,842	8.2%	107
HH Owns 1 TV	37,963	18.9%	96
HH Owns 2 TVs	55,677	27.7%	100
HH Owns 3 TVs	44,629	22.2%	101
HH Owns 4+ TVs	46,702	23.3%	106
HH Subscribes to Cable TV	54,788	27.3%	96
HH Subscribes to Fiber Optic TV	5,501	2.7%	85
HH Owns Portable GPS Device	35,556	17.7%	107
HH Purchased Video Game System Last 12 Mo	11,418	5.7%	80
HH Owns Internet Video Device for TV	109,265	54.4%	104


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

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	246,261	63.4%	102
Took 3+ Domestic Non-Business Trips Last 12 Mo	72,805	18.7%	103
Spent \$1-999 on Domestic Vacations Last 12 Mo	46,006	11.8%	108
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	27,664	7.1%	103
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	18,568	4.8%	100
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	23,044	5.9%	106
Spent \$3K+ on Domestic Vacations Last 12 Mo	46,698	12.0%	101
Used Internet Travel Site for Domestic Trip Last 12 Mo	23,449	6.0%	94
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	107,175	27.6%	91
Took 3+ Foreign Trips by Plane Last 3 Yrs	17,605	4.5%	82
Spent \$1-999 on Foreign Vacations Last 12 Mo	15,534	4.0%	94
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	14,599	3.8%	87
Spent \$3K+ on Foreign Vacations Last 12 Mo	34,030	8.8%	91
Used General Travel Site: Foreign Trip Last 3 Yrs	17,575	4.5%	84
Spent Night at Hotel or Motel Last 12 Mo	217,030	55.9%	102
Took Cruise of More Than One Day Last 3 Yrs	32,941	8.5%	96
Member of Frequent Flyer Program	100,668	25.9%	94
Member of Hotel Rewards Program	115,149	29.6%	101

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

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