



# New Moon Community Theater

*320 Main St. Neligh, Nebraska 68756*

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## ELLIOT FORBES TO APPEAR IN PERSON, ON STAGE JULY 17

In an effort to arrange an outstanding educational hygiene program that will win the praise and approval of everyone, Manager W. B. Bradley of the New Moon theater, has obtained the noted radio hygiene commentator, Elliot Forbes, to appear in person—on the stage, during each performance of the picture "Mom and Dad", the engagement which opens Wednesday, July 17 at the New Moon.

Mr. Forbes, who is best known to radio listeners in the Middle West, Southwest and West-coast areas because of his net-work broadcasts on health and hygiene subjects in those territories, should prove an interesting addition to the theater's screen program.

With his fine background of education, research and speaking on these timely subjects, his discourse has proven most enlightening and interesting to audiences everywhere. Besides his radio and stage work he speaks to university, college and high school groups, P. T. A. and other organizations in his travels from coast-to-coast.

Although not a rapid-fire talker, Forbes packs a vast quantity of hygienic information into his 15-minute appearances as well as considerable humor and stories. He has one of radio's finest commentator voices.

'Mom and Dad', a new Hollywood release with an all-star cast, will be presented three times daily. Due to the delicate nature of the subject matter in some of its medical sequences, it is not for grade-school age children, and is shown to segregated audiences only.

The local theater will have two performances for women only and high school age girls each day starting at 2 p.m. and 7 p.m. One performance each evening will be for

men only and high school boys, beginning at 9 o'clock. Each performance lasts two hours.

### ANETLOPE CREEK

Mr. and Mrs. Wm. Paul and Nina visited relatives in Ceresco and the Floyd and Wayne Paul families in Fremont the first of the week.

Eleanor Siems spent last week in the Tilden hospital following a major operation.

Roy Beeson, Ernest Donner and Richard Huston were Omaha visitors the fore part of the week, each

having cattle on the market there.

Mr. and Mrs. Sherman Guernsey returned from Oregon the first of the week where they had been visiting the Earl Guernsey family. They made the trip with their daughter and husband, Mr. and Mrs. Lincoln Cormany of Bassett. Mrs. Howard Manson stayed with Mrs. Sarah Fuller during their absence.

Neva Huston was an overnight guest at the L. A. Huston home in Neligh, Wednesday.

Mr. and Mrs. George Smith and son of Manhattan, Kansas, Mr. and

The New Hygiene  
Thunderbolt!

HOW DO YOU ANSWER  
YOUR DAUGHTER'S QUESTIONS?

MANY Parents are to  
blame because they do not give their  
children complete, reliable information!

HYGIENIC PRODUCTIONS presents

"MOM and DAD"

ALL-STAR HOLLYWOOD CAST

Supervised by BARNEY SARECKY Directed by WM. BEAUDINE

In Person—On Stage—ELLIOT FORBES on  
"SECRETS OF SENSIBLE SEX"

No Children Admitted! Shown Segregated Audiences Only!

WOMEN ONLY

at 2 and 7 P. M.

(Doors open 1 and 6 P. M.)

MEN ONLY

Shows at 9 P. M.

Tickets on Sale 7:30

Wednesday and

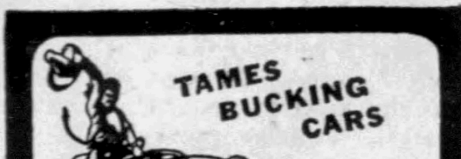
Thursday, July 17-18

New Moon Theater

It will not return at any  
price at any Theater!

ADM. 50c (Incl. Tax) ALL SHOWS—NOTE TIMES

CAREFULLY



# 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:



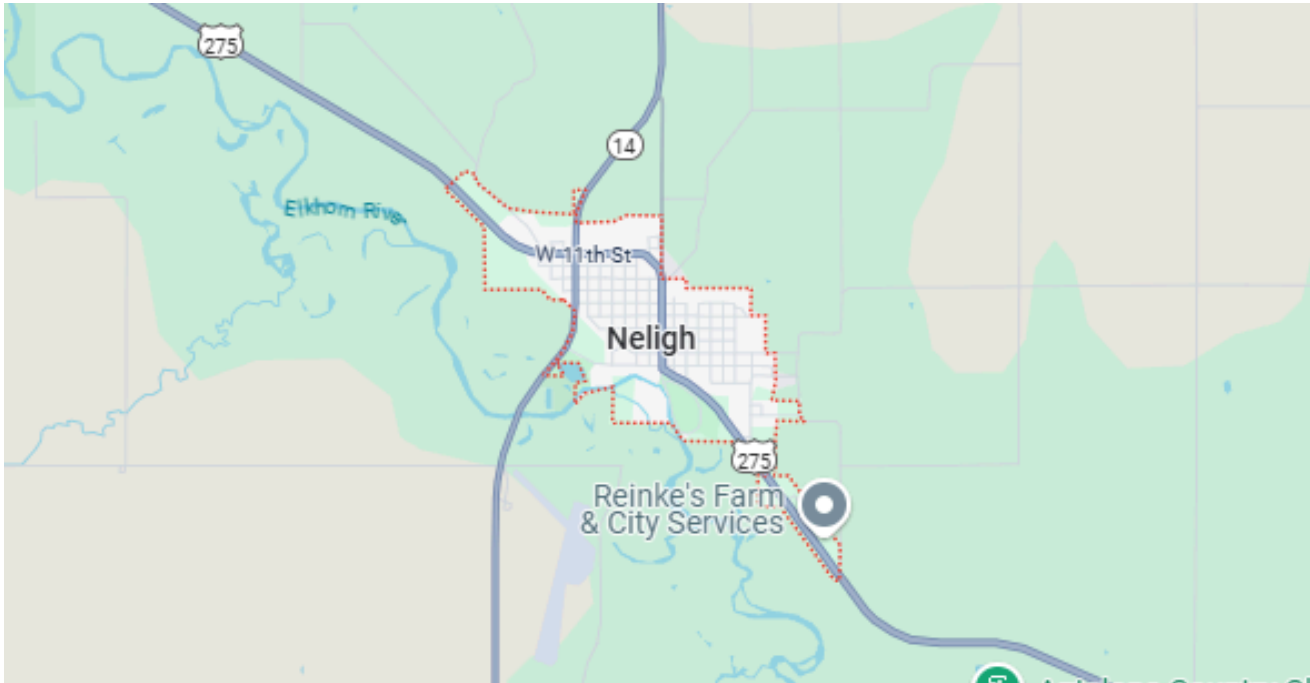
[https://nebraskamainstreet.org/  
news-events/2025-hpep/](https://nebraskamainstreet.org/news-events/2025-hpep/)



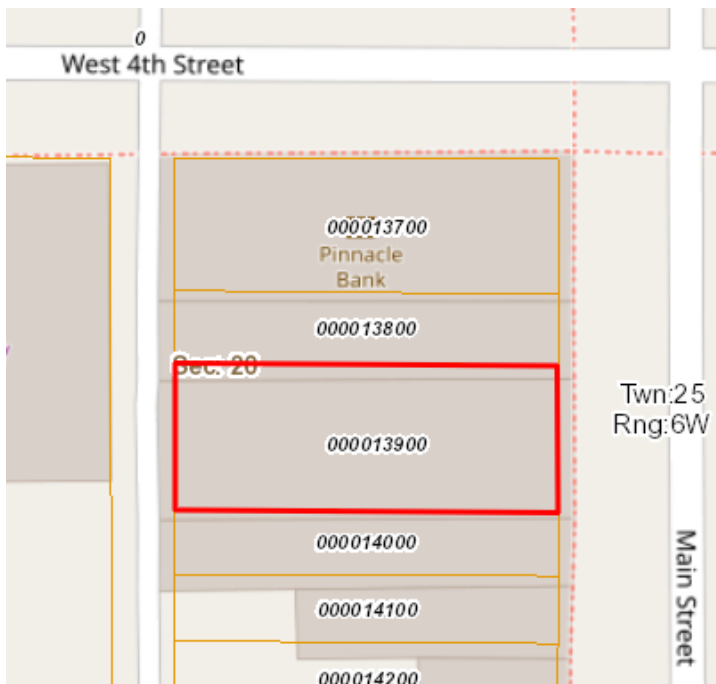


# General Information

NELIGH, NEBRASKA (GOOGLE MAPS)



BUILDING SITE (ANTELOPE COUNTY GIS)



# Big Bond Premiere Comes to New Moon Wednesday, May 30

Neligh and Antelope county's seventh War Loan drive for \$487,000 in bond sales is to be spearheaded by a gala war bond premiere and stage show Wednesday evening, May 30, at the New Moon theater in Neligh. It was announced today by Earl F. Walz, county chairman for the drive.

Outstanding feature of the war bond premiere will be a complete stage show, supplemented by band music, a street parade to the New Moon theater and the showing of the technicolor movie, "Lady In The Dark." Admission to the show will be by reserved seat tickets only, issued at the theater to purchasers of bonds from any authorized agent in Antelope county between now and May 30, inclusive.

Walter B. Bradley, who is donating the New Moon theater for the premiere, pointed out that whatever bonds are sold in Antelope county full credit will be given that district in computing sales totals. However, the bond purchaser must bring his bond to the theater before May 30 to obtain his reserved seat ticket for the premiere. Bonds may also be purchased at the New Moon theater.

A group of 30 persons from the Fairmont Army Air base at Geneva, Nebr., will present the variety stage show at the premiere. This will include orchestra music, some instrumental acts, vocal numbers and after the show they will be guests at a civic supper in their honor.

A specialty group of 15 instruments from the Neligh high school band will parade Neligh streets before the premiere opens at 8:30 p. m., on Wednesday, May 30. They will march to the theater and play during the stage presentation. The winner of the New Moon theater's \$25 war bond award presentation also will be introduced during the stage ceremony.

The motion picture selected as an additional feature of the premiere is Paramount's technicolor production "Lady In The Dark," starring Ginger Rogers in a lavish dream fantasy. Last year's war bond premiere at Neligh accounted for \$32,000 in war bond sales. The goal for the May 30 premiere has been raised to \$40,000, Mr. Bradley said.

## Dates Set For Santa Claus Arrival

Direct word from Santa Claus' headquarters in the north advised the Neligh Chamber of Commerce that the grand old gent would make two pre-Christmas visits to the city, one on Saturday, December 17 and one on Friday, December 23. He expects to arrive in the city about 2:00 p.m., and will have with him candy and treats for all the kiddies who are in the downtown area when he arrives.

There will be a FREE show at the New Moon theater on both afternoons for all the children.

Neligh\_Leader\_1949\_12\_07\_1

Neligh\_Leader\_1945\_05\_23\_1



# Building Information

Community: Neligh, NE  
Building Name: New Moon Community Theater  
Parcel ID: 000013900  
Site Address: 320 Main St. Neligh, NE 68756  
Owner Name: City of Neligh  
Owner Address: PO Box 87 Neligh, NE 68756  
Tax District Code: 1  
Zoning: Commercial  
Overlays: NA  
Future Land Use: NA  
Flood Zones: None  
Construction Date: 1945  
Latest Remodel: 2019- Facade Replacement  
National Register: Y ☒ N ☐  
Date Listed: 11/9/2017 (District, 100001796 )  
Architectural Style: Streamlined Moderne  
Construction Material: Terracotta cladding  
Value Year: 2025  
Building Value: \$24,030  
Land Value: \$6,355  
Total Value: \$30,365  
Lot Size: 6,336 sq. ft.  
Vacant Square Footage: 6,336 sq ft.  
Occupied Square Footage: 0 sq ft.  
Usable Square Footage: 6,336 sq ft  
Total Square Footage: 6,336 sq ft  
Total Floors: 2  
Current Use(s): Vacant  
Previous Use(s): Theater  
Previous Use Date: 2014  
Building Website: <https://www.newmooncommunitytheater.org/>  
Notes: Building redevelopment efforts are run by New Moon Community Theater, a 501 (c)(3) organization. Their mission is to save the theater, restore the building, and return it to an operational state.

# Building History



"The New Moon Theater has a long, rich history of providing arts and entertainment to residents of Antelope County. The New Moon Theater, as current residents know it, was originally called the Moon Theater. After a devastating fire destroyed the original theater, then owner, Walter Bradley, rebuilt the theater and christened it the New Moon Theater in 1944.

The design and reconstruction of the New Moon Theater was the work of architect Henry A. Raapke. Raapke designed several theaters throughout Nebraska and is credited for theater innovations such as reverse pitch flooring, wheelchair sections, and separate

"crying rooms" for mothers with young children. At the time of its reconstruction, The New Moon Theater garnered attention and praise outside of Antelope County. In a 1944 issue of Boxoffice Magazine, Helen Kent wrote, "Despite hardships of planning and construction, the New Moon Theatre is outstanding in many respects. It is the type of small theatre which testifies again and again to the progressiveness of most of our small-town showmen. Small-town patrons are no longer to be denied the attraction and efficiency of modern motion picture theatres."

After years of running the show, the Bradley family sold the New Moon Theater. From the 1970s through the 2010s, the theater was owned by various owners and provided entertainment for residents of Antelope County and beyond. In 2014 the theater was closed and listed for sale.

In 2018, the New Moon Community Theater non-profit was established. Through fundraising efforts and community support they purchased the New Moon Theater. The New Moon Community Theater is actively moving forward with its plans to restore the theater to its former glory and reinvigorate the art community within Antelope County."

Source: [newmooncommunitytheater.org](http://newmooncommunitytheater.org)



# Survey.

## **Goals and Ideas for Improvements**

From Website: Roof, Facade, Fundraising, Interior

They would like to return the theater to an operational condition, serving as a community multi-purpose space. The main goal is to get resources for infrastructure improvements and remediation efforts. Eventually, they want to find funding for operational efforts.

## **Previous Remodels & Funding**

They have been working to raise funding, with one grant pending. They have received operational funds in the past for marketing efforts to promote their mission.

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

\$2 Million estimate to get building opened.

## **Specific Concerns with Redevelopment**

Remediation to health and safety hazards.

## **Vacancy Description**

The building has been out of operation since 2014. The entirety of the theater is not able to be used due to accessibility, mold, asbestos, etc. The basement was used for a teen center at one point in time.

## **Notable Damage**

Mold and asbestos.

# Building Maintenance 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						The building is very sturdy and needs limited work to interior walls and ceilings.
Flooring		X					Flooring updates will be needed with remodel.
Lighting	X						Lighting appears to be adequate.
Stairwells/ Hallways/ Elevators				X			ADA Access needs to be improved throughout building.
Plumbing		X					It is intact, but will need updating with repairs.
Electrical		X					Needs some updating.
HVAC	X						Recently replaced.
Fire Safety Systems						X	Will need to add fire safety features.
Internet Infrastructure						X	There is internet infrastructure in the retail area. Individual access ports may need to be added.



# Survey

## **Expanding on Condition Evaluation**

Flooring in the lobby and theater is likely to be updated during future renovations. The theater itself will have changes to the floor due to accessibility issues.

Many of the concerns highlighted in the survey will be addressed during renovations geared toward accessibility. This includes the floor, bathrooms and plumbing layout, fire safety, etc.

### **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**

Currently, there is no particular interest in listing the building on the National Register. However, the building does have a strong significance in the community. It was originally built in 1907, but burned down and was rebuilt in 1944. It operated as a theater, eventually closing its doors in 2014.

# ***Eva Tanquay Coming To New Moon Theater***

Opening Sunday at the New Moon Theater is "The I Don't Care Girls," Technicolor musical from Twentieth Century-Fox based on the life and times of the legendary Eva Tanquay, whose madcap comedy and irrepressible singing style reached its zenith of fame with her rendition of "I Don't Care," immediately stamping that tune as her theme song. Mitzi Gaynor is Miss Tanquay and David Wyne and Oscar Levant co-star in the film.

Producer of "The I Don't Care Girl" is George Jessel, and director of the Walter Bullock screenplay Lloyd Bacon. Jack Cole staged the musical production numbers and Seymour Felix solo dances. Featured are Bob Graham, Craig Hill, Warren Stevens and Hazel Brooks, and songs by George Jessel, Joe Cooper and Eliot Daniel.

Note—Shortly before her death Eva Tanquay made a visit to Neligh, being a patient at Philbens.

which will be on "Deep Frying" will be given at the Huston home.

Mrs. Allie White, who has spent sometime at the Emil Krebs home, is again staying at the Glen Ward home.





# Design Education Service

## NEBRASKA MAIN STREET NETWORK

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# DESIGN ASSISTANCE REQUEST FORM

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

## SERVICES AVAILABLE

### Preservation Consultation

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

### Building/Property Design Recommendations

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

### Public Space Design Recommendations

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

### Programming + Design Planning

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

### Signage

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

### Other

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

### Education Consultation

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

#### Office Use Only

Date Received \_\_\_\_\_

Date Approved \_\_\_\_\_

Payment Received \_\_\_\_\_

Design Team \_\_\_\_\_

## NEBRASKA MAIN STREET SIGNATURES

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

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

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

## APPLICANT INFORMATION

## DATE OF REQUEST

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

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

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

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

## SCOPE OF WORK

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# MAIN STREET FOUR-POINT APPROACH

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

## DESIGN

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

## DESIGN IS...

### COMPREHENSIVE

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

### INCREMENTAL

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

### SELF-HELP

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

### CHANGE

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

### ASSETS

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

### PARTNERSHIPS

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

### QUALITY

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

# NEBRASKA MAIN STREET DESIGN CASE STUDY PROGRAM

## WHAT WE DO

### THE PROGRAM

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

### DESIGN TEAM

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

### THE PROJECT

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

### PROCESS

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

### NEBRASKA MAIN STREET RESPONSIBILITIES

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

### COMMUNITY RESPONSIBILITIES

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

### DESIGN PROFESSIONAL RESPONSIBILITIES

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

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





# NEBRASKA MAIN STREET DESIGN CASE STUDY PROGRAM

## WHAT WE DO CONTINUED

### **COSTS**

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

### **OUTCOME**

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

# DESIGN ASSISTANCE FORM

## SERVICES AND REQUIREMENTS

### SERVICES AVAILABLE

#### **PRESERVATION CONSULTANT**

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

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

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

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

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

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

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

#### **SIGNAGE**

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

#### **OTHER**

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

#### **EDUCATION CONSULTATION**

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

### REQUIREMENTS

#### **INFORMATION**

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

#### **PHOTOGRAPHS**

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



# CASE STUDY

## BUILDING CONDITION



### BUILDING CONDITION

GOOD **FAIR** POOR

### AESTHETIC CONDITION

GOOD **FAIR** POOR

### MAIN CONCERNS

Marquee

Storefront

## CONDITION DEFINITION

### GOOD

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

### FAIR

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

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

### POOR

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



# CASE STUDY

## BUILDING EVALUATION | NEW MOON THEATER | NELIGH, NE



### BUILDING INFORMATION

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

Evaluation Date: June 25, 2025

Building Name: New Moon Theater

Building Address/ Location: 320 N Main St. Neligh, NE

Building Use (current): Vacant

Building Use (Historically): Theater and multipurpose community space.

Building Date of Construction/ decade: 1944

Building Style/ Period: Streamlined Moderne

Building Materials/ Elements: Terracotta Cladding

# CASE STUDY

## BUILDING EVALUATION | NEW MOON THEATER | NELIGH, NE

### MARQUEE

The historic New Moon neon sign and marquee are significant features of the building

#### RECOMMENDATIONS

Building has been recently fully renovated and sign and marquee were removed as part of the renovation. If retained, the sign and marquee should be reinstalled on the building.

### STOREFRONT

The building has been completely renovated with a new brick facade

#### RECOMMENDATIONS

Additional effort on new façade could be made to return the black trim above the storefront windows and at the stepped cornice line.

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

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# CASE STUDY

BEFORE | NEW MOON THEATER | NELIGH, NE



## GENERAL STATEMENT

The current storefront is in fair condition, with new brick. The marquee has been removed.  
Image taken from Google Maps.



# CASE STUDY

AFTER | NEW MOON THEATER | NELIGH, NE



## GENERAL STATEMENT

The image generated above shows what the building will look like given the suggestions in the Design Education section. This includes retaining the marquee and painting the trim.

# 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.

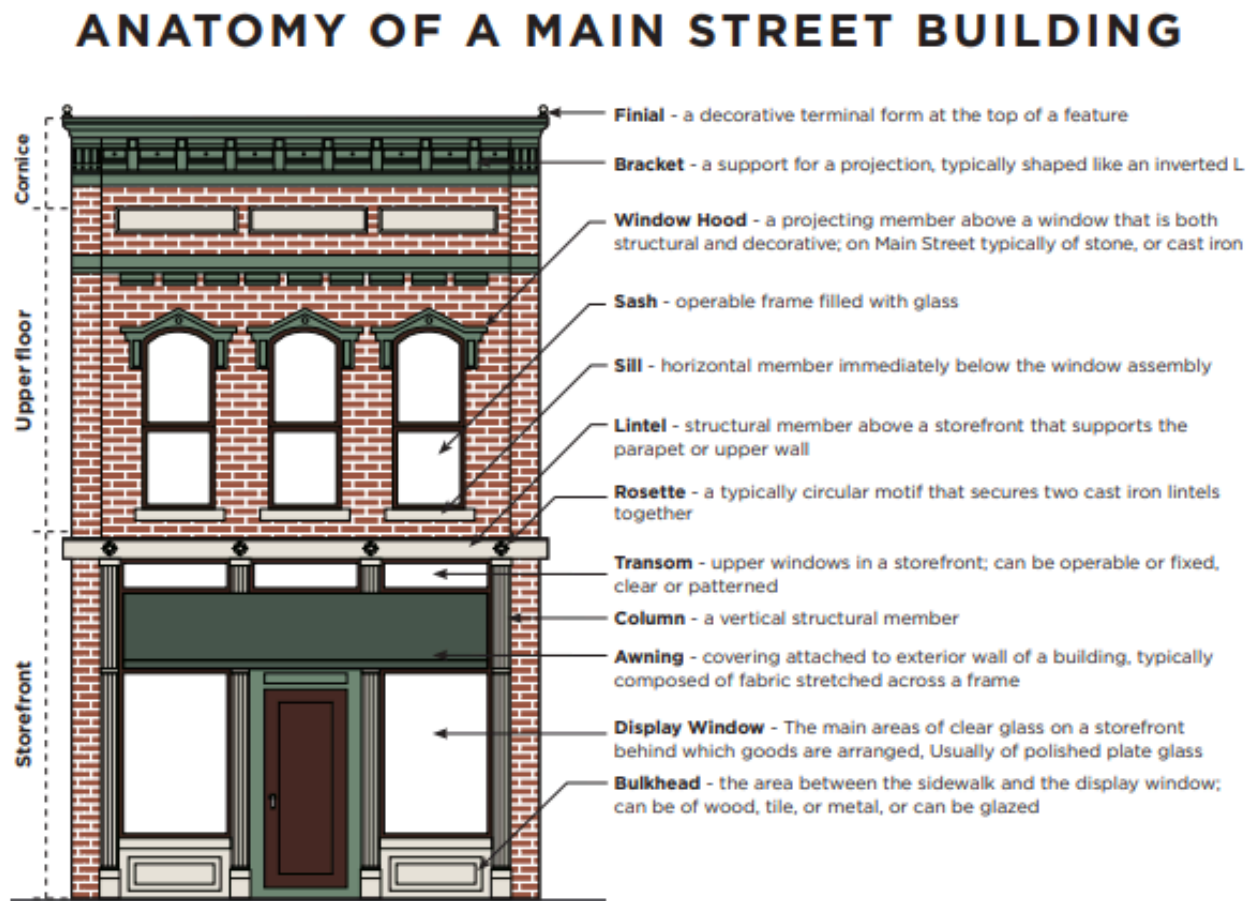
# GLOSSARY OF TERMS

## 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.





# ***Martin, Lewis Set to Hot Hilarity in New Comedy***

Where do you go after you climb Mt. Everest? Dean Martin and Jerry Lewis can answer that one. The two undisputed kings of riotous comedy, until now perched atop the highest peak a team of performers have ever reached, have found yet another attainment height to scale. And judging by the uproarious laughter of audiences across the nation, the needle on the laugh meter climbs with them—to the top and over!

Dean and Jerry, arriving Sunday at the New Moon Theater in "You're Never Too Young," have had amazed critics reaching for new adjectives to describe their indescribably hilarious antics. The one point no one seems to have any trouble making, however, is that this madcap film tops even the zany pair's previous record-making smash hits.

"You're Never Too Young" most certainly has everything: top-drawer co-stars, a fast-paced story, de-

lightful music and dancing, and the best in directions and production. Twinkling and vivacious Diana Lynn and lovely Nina Foch top the co-starring list, with menacing Raymond Burr cast in a top featured role. The story, which has Jerry Lewis the unwitting possessor of a stolen diamond and therefore in constant danger of his life from the pursuing killer, Burr, never stops its mad pace from the opening scene to what has been called its unbelievably funny motor boat-chasin climax.

The songs were written by two of the best tunesmiths in the business, Arthur Schwartz and Sammy Cahn, and the dances and unique production numbers staged by Nick Castle. The brilliant combination responsible for the enormously successful "The Caddy" and "Living It Up." Norman Taurog and Paul Jones, are the director and producer. All this and Vista Vision and Technicolor too. Paramount's "You're Never Too Young" promises to be the richest entertainment confection chefs Martin and Lewis have yet dished up, and that's bound to be the richest in the business.

**H-W Plumbing Co**



# Census Data

Census Profile: [https://data.census.gov/profile/Neligh\\_city,\\_Nebraska?g=160XX00US3133775](https://data.census.gov/profile/Neligh_city,_Nebraska?g=160XX00US3133775)



Population

**1,536**



Median Age

**38.9**



Avg. Family Size

**3.14**



65+

**23.8%**



Median Income

**\$60,000**



Bachelor's Degree or  
Higher

**19.9%**



Employment Rate

**60.7%**



Households

**682**



Median Rent

**\$856**



Homeownership  
Rate

**73.8%**



Housing Units

**768**



Vacant Housing  
Units

**79**

# ESRI Data: 68756

*Tapestry Segmentation: See in Appendix*

50.45% Prairie Living

49.55% Heartland Communities

## *Annual Spending Habits*



*Credit Debt*

**\$2,169**



*Medical Insurance*

**\$4,643**



*Apparel*

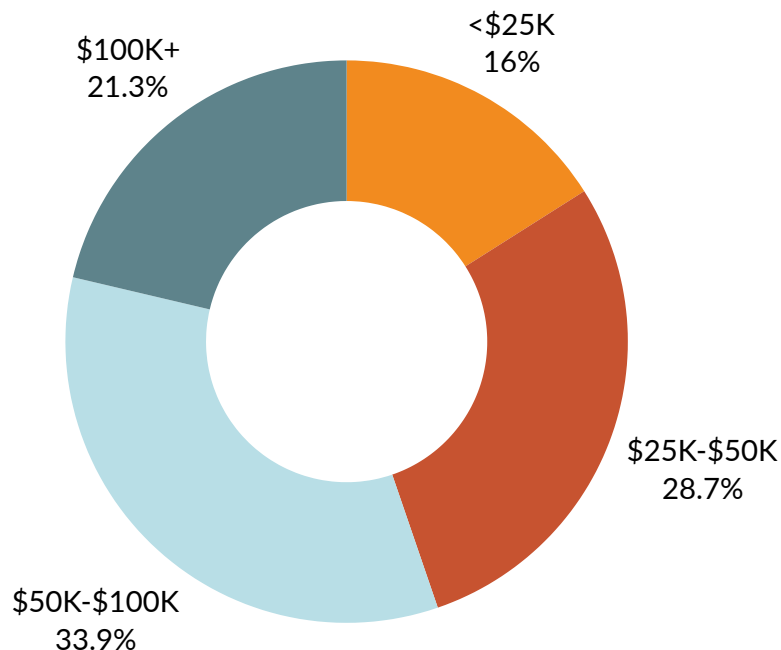
**\$1,668**



*Entertainment*

**\$3,421**

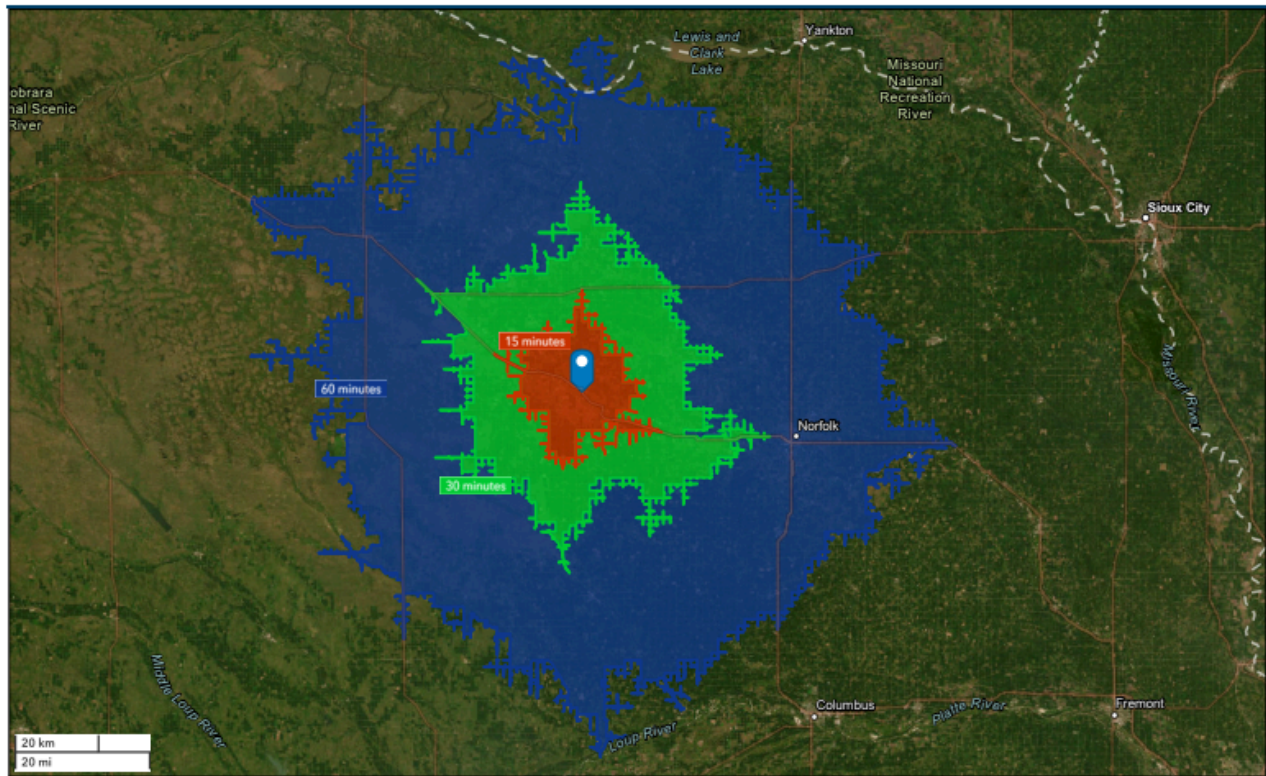
## *Disposable Income*



# ESRI Market Reports



## Neligh Trade Area



July 31, 2025

© 2025 Esri

Page 1 of 1

Retail Trade Area (15,30,60 minutes)

### **Retail Demand Outlook**

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

### **Retail Demand by Industry**

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

### **Retail Market Potential**

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

# ESRI Market Reports

## *Market Report Highlights*

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

**150**

HH Owns 1+ cats

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

**203**

Other Motor Vehicle Dealers

### *3rd Highest MPI (0-15 min)*

**142**

HH Has 3+ Vehicles Covered  
with Auto Insurance

### *3rd Highest SPI (15-30 min)*

**125**

Direct Selling Establishments

### *Summary*

Neligh presents some exciting opportunities for growth and investment. Both lawn and garden equipment and florists boast a strong spending potential index (SPI) of 118, signaling solid demand in these sectors. Even more striking, “other motor vehicle dealers” show an SPI twice the national average—making it a prime area for business focus and expansion.

Entertainment spending in Neligh averages nearly \$3,500 per household, highlighting a lucrative market for community events, venues, or entertainment-related ventures. The town’s tapestry identity is distinctly rural, so any new initiatives should thoughtfully align with this character to resonate with the local audience.

With an older population profile, Neligh also faces the challenge—and opportunity—of attracting younger talent. Developing job prospects tailored to younger demographics could be key to sustaining long-term growth and vitality in the community.



# New Moon Theater To Open September 28th

The "New Moon" theater, which is now receiving the "finishing touches," by the contractors, will hold a Pre-Opening Thursday, September 28, with "Bathing Beauty," an all-technicolor musical comedy extravaganza, with Red Skelton and Esther Williams in the leading roles, as the opening performance. People of this community have been eagerly waiting for the new theater to open and will be pleased to know that Manager Walter B. Bradley has scheduled a top-notch program for the opener. Those desiring to be a "first nighter" may obtain tickets at the box office, beginning at 2:30 p.m., Saturday, Sept. 23, at \$1.20 each.

Neligh\_Leader\_1944\_09\_20\_1



**NEW MOON THEATER**  
Neligh, Nebraska  
**TOMORROW'S THEATER**  
**TODAY**  
—PHONE 27—

Nebraska's Finest Playhouse  
—PROGRAM—

**NEW MOON THEATER**  
Good and Comfortable by  
Refrigeration

**THURSDAY, FRIDAY and  
SATURDAY**

**FEBRUARY 19-20-21**

This picture playing at 7:36-9:41  
Burt Lancaster in—

**CRIMSON PIRATE**

Booty or beauty I take what I  
want!

It's in Technicolor

Matinee Saturday at 2:00

**SUNDAY and MONDAY**

**FEBRUARY 22-23**

This picture playing Sunday at  
1:47, 3:50, 5:53, 7:56 and 9:59

The big musical about the bad  
girl of show business

Mitzi Gaynor, David Wayne and  
Oscar Levant in—

**THE I DON'T CARE GIRL**

It's in Technicolor

Continuous shows Sunday start-  
ing at 1:30

**TUESDAY and WEDNESDAY**

**FEBRUARY 24-25**

This picture playing at 7:45-9:46  
June Allyson and Arthur Kennedy

in—

**THE GIRL IN WHITE**

A true life story about a woman  
doctor and the men in her life

Note—Do not be afraid to attend  
the movies as our theater is com-  
pletely germ free, made so by scien-  
tific germ killing machines.



Neligh\_Leader\_1953\_02\_18\_3

# Summary/Action Steps

## **Summary**

The New Moon Community Theater is a cherished landmark in Neligh, deeply woven into the personal stories of its residents. From childhood movie outings to first dates that turned into lifelong relationships, the theater holds a special place in the hearts of many. In recent years, community members have rallied to restore the theater—not just as a movie venue, but as a dynamic space for gatherings and events.

With market data showing that the average household spends nearly \$3,500 annually on entertainment, the theater has strong potential to become a valuable and sustainable community asset. A local nonprofit is actively pursuing grant funding to support restoration efforts, with additional funding opportunities outlined in the resources section.

Once the building has been remediated for mold and asbestos and brought up to code, new opportunities will emerge to enhance and sustain operations. The organization can also leverage nonprofit-friendly tools like Google Workspace and Canva, which offer free or discounted access to professional resources. These tools can strengthen marketing, streamline administrative tasks, and support future programming efforts.

## **Action Steps**

1. Remediate mold and asbestos to ensure the building meets health and safety standards.
2. Upgrade the facility to meet current building codes including accessibility and fire safety requirements.
3. Apply for additional grant funding using local, state, and national resources outlined in the funding section.
4. Implement nonprofit tools like Google Workspace and Canva to streamline operations and improve marketing.
5. Create a diverse programming schedule that includes movies, live events, and community gatherings.
6. Launch a local outreach campaign to build community support and encourage volunteerism, attendance, and donations.







# Resources- Organizations

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

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

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

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

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

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

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

<https://mainstreet.org/>

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

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

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

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

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

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

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

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

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

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

# Resources- Design

## ***Design Education Service***

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

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

## ***Directory of Craftspeople***

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

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

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

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

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

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

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

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

# Resources- Design

## *Secretary of Interior's Standards*

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

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



# Resources- Design

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

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

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

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

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

### Preservation

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

### Rehabilitation

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

### Restoration

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

### Reconstruction

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

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

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

Advanced training on historic preservation certification applications

# Resources- Economic Vitality

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

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

"Value of a Building to a Main Street District"

### **Vacant Lot**

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

### **Vacant or Underutilized Building**

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

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

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

### **Fully Utilized Building**

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

# **Resources- Economic Vitality**

## ***Census Bureau***

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

Get census data about your community.

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

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

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

## ***ESRI***

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

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

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

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

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



# Resources- Promo. & Org.

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

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

Examples of how to effectively communicate your efforts.

## ***Marketing Your Space***

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

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

## ***Community Partnership***

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

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

## ***Community Engagement***

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

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

# Funding- Orgs. & Businesses

## **Allo**

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

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

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

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

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

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

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

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

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

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

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

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

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

Manufacturing, Research and Development, Grants for community organization

## **USDA**

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

Housing assistance, Rural Development Loan & Grant Assistance

# **Funding- Grants & Programs**

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

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

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

## ***Bricks & Mortar***

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

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

## ***Brownfields***

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

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

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

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

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

## ***MicroTIF***

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

Refer to your local government for more information

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

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

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

# Funding- Grants & Programs

## ***Nebraska Historic Tax Incentive Programs***

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

There are three tax incentive programs :

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

## ***RCDI***

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

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

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

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

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

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

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

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

## ***T-Mobile Hometown Grants***

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

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



# Appendix

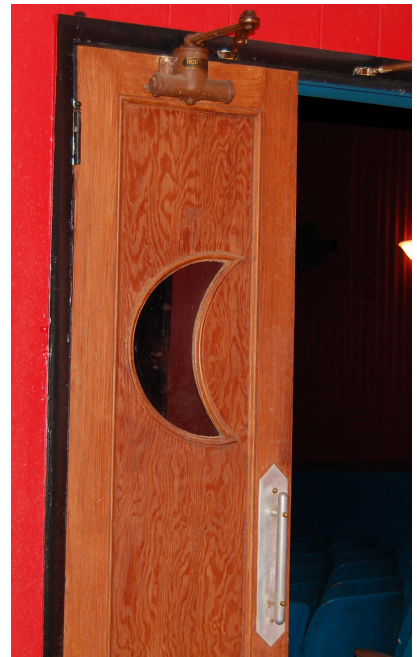
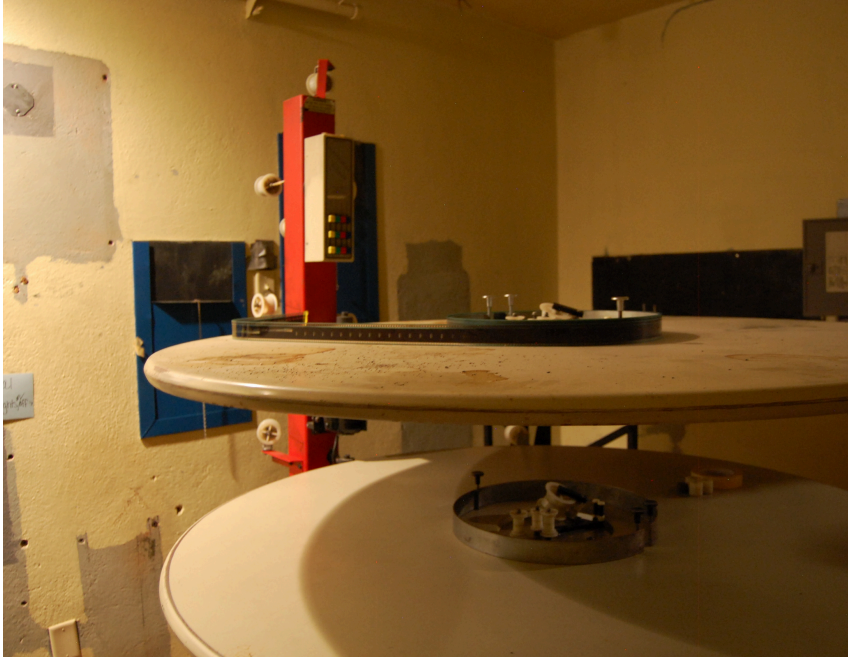
- A. Building Images
- B. County Assessor Report
- C. ESRI Reports

## **A. Building Images**



# Appendix

## A. Building Images



# Appendix

B. County Assessor Data

C. ESRI Reports

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



Antelope County, NE

Summary

Parcel Number 000013900  
PropertyAddress 320 M ST  
NELIGH, NE 68756  
Legal  
Acres 0  
Sec-Twp-Rng 0 - Township = - 0  
Tax District 1  
Neighborhood 1001 - NELIGH CITY COMMERCIAL  
Zoning Commercial  
LotArea



Owners

[CITY OF NELIGH](#)  
PO BOX 87  
NELIGH, NE 68756

Sales

Sale Date	Sale Price	Grantee	Seller Name	Book / Page
6/24/2022 12:00:00 AM	50000	CITY OF NELIGH	NEW MOON COMMUNITY THEATER	137 / 314
12/13/2018 12:00:00 AM	50000	NEW MOON COMMUNITY THEATER	KLABENES,STACY M	134 / 366
3/28/2011 12:00:00 AM	165000	MARCH,JACK P	JOHNSON,TERRY	128 / 347

Dwelling/Building

Actual Year Built	1945	Condition	Poor
Quality		Bedrooms	
Building Sq ft	6,336	Bathroom	
Exterior Walls		Plumbing Fixture	0
Style		Basement Sq ft	0
Roof Cover		Min Finish	0
Air Conditioning		Rec Finish	0
Improvement Description	100% Theater - Cinema (380)	Part Finish	0
Foundation		Garage Sq ft	0
Mobile Home	No	Garage Type	

Land

Frontage	Depth1	Depth2	Square Feet	Description
48	132	132	6336	

Valuation

Assessed Year	2025	2024	2023	2022	2021
Dwelling/Building	\$24,030.00	\$24,030.00	\$24,030.00	\$24,030.00	\$24,585.00
Other Improvement	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Land	\$6,335.00	\$6,335.00	\$6,335.00	\$6,335.00	\$6,335.00
Total	\$30,365.00	\$30,365.00	\$30,365.00	\$30,365.00	\$30,920.00

Tax History

Tax Year	2024	2023	2022	2021	2020
Value	\$30,365.00	\$30,365.00	\$30,365.00	\$30,920.00	\$30,920.00
Tax	\$515.30	\$628.26	\$643.38	\$652.32	\$670.18
Exemption	\$116.60	\$33.80	\$32.38	\$33.26	\$31.60
Net Tax	\$398.70	\$594.46	\$611.00	\$619.06	\$638.58



Tax Levy

Description	Rate
NELIGH OAKDALE 9	0.737923
LAW ENFORCEMENT FAC BOND	0.015284
ESU 8	0.014491
NECC GENERAL	0.02
UPPER ELKHORN NRD	0.028963
AIRPORT BOND FUND	0.000538
NELIGH CITY GEN	0.602961
COUNTY GENERAL	0.269606
AG SOCIETY	0.005668
COUNTY AIRPORT	0.001555

Treasurer Link

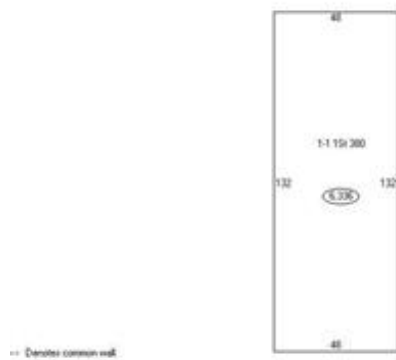
Treasurer's Online

Photos



Site Plan

To print an image, click to view then right-click and open in new tab.



## Documents

[2021 PROPERT RECORD CARD \(PDF\)](#)

[2021 RECORD CARD \(PDF\)](#)

[2023 property record \(PDF\)](#)

[Attached report: RECORDCARD.pdf \(PDF\)](#)

[2024 PROPERTY RECORD \(PDF\)](#)

[2025 Record Cards \(PDF\)](#)

[521 137/314 \(PDF\)](#)

[Converted Document \(PDF\)](#)

[2021 PROPERT RECORD CARD \(PDF\)](#)

[2022 RECORD CARD \(PDF\)](#)

No data available for the following modules: Other Improvements, Land Ag, Land Use, Sketches.

The public information contained herein is furnished as a public service by Antelope County. The map, all associated data, and measurements are approximate and not to be used for any official purpose. All assessment information was collected for the purpose of developing the annual Property Tax Roll as provided for in Chapter 77 of the Nebraska Revised Statutes.

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Developed by





## LifeMode Group: Cozy Country Living

# Prairie Living



**Households:** 1,323,200

**Average Household Size:** 2.51

**Median Age:** 44.4

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

### WHO ARE WE?

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

### OUR NEIGHBORHOOD

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

### SOCIOECONOMIC TRAITS

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



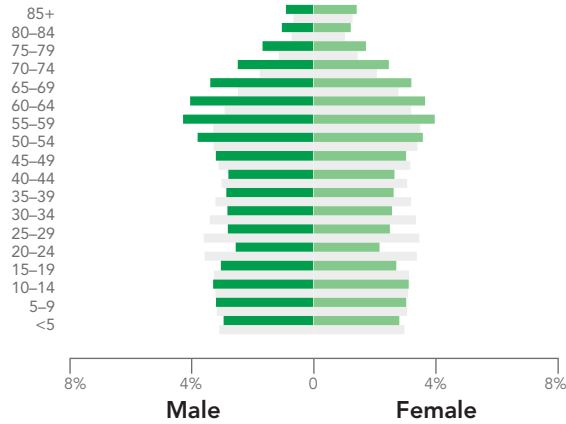
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **44.4** US: 38.2

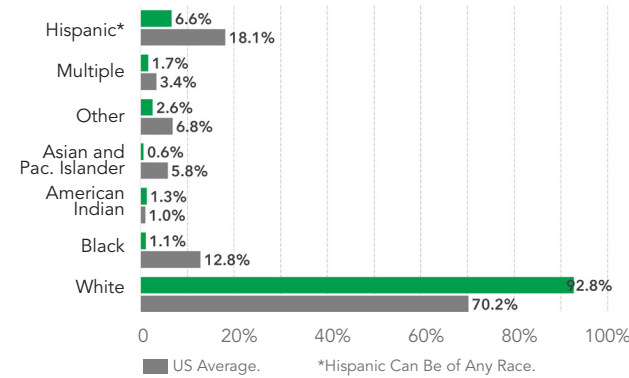
■ Indicates US



## RACE AND ETHNICITY (Esri data)

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

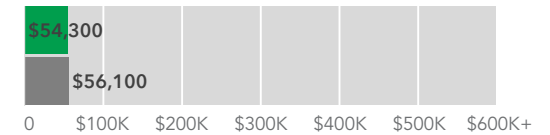
Diversity Index: **24.6** US: 64.0



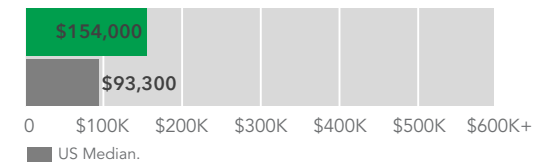
## INCOME AND NET WORTH

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

### Median Household Income

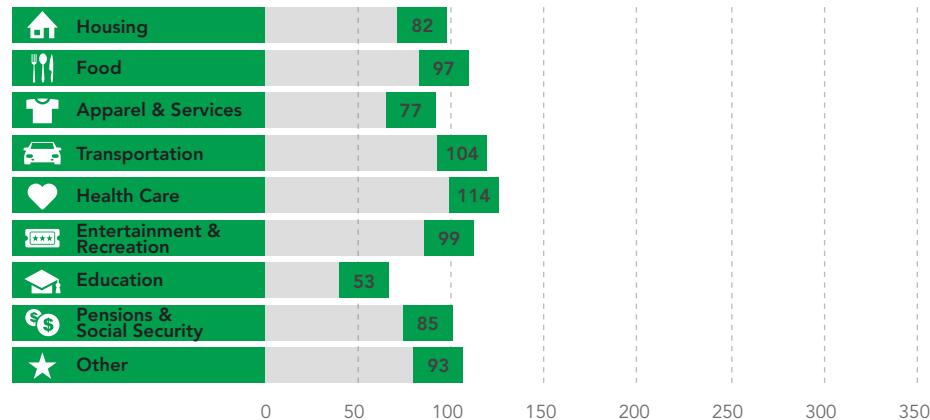


### Median Net Worth



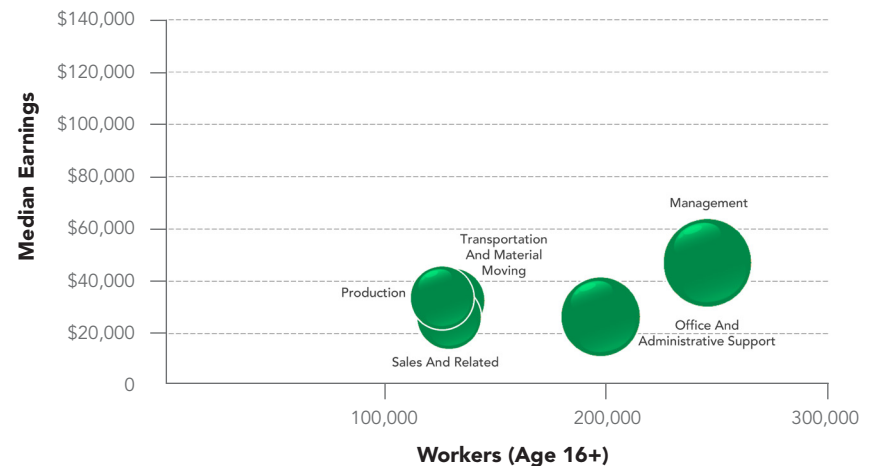
## AVERAGE HOUSEHOLD BUDGET INDEX

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



## OCCUPATION BY EARNINGS

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







LifeMode Group: Cozy Country Living

# Prairie Living



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## MARKET PROFILE

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

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

## HOUSING

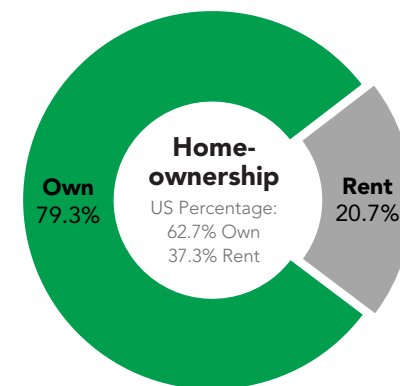
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

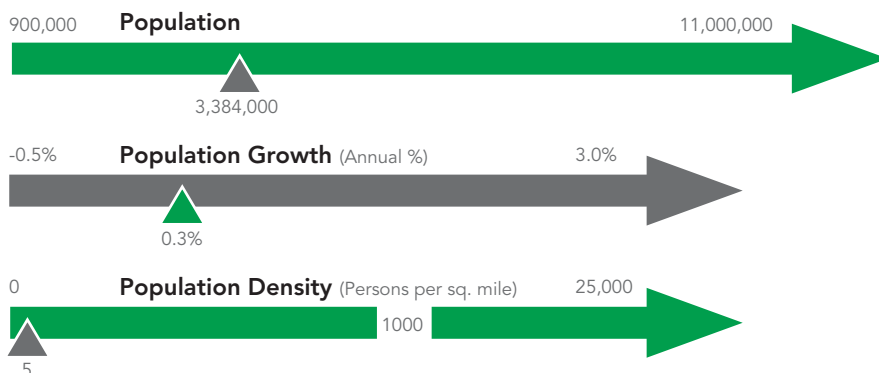
**Median Value:**  
\$139,800

US Median: \$207,300



## POPULATION CHARACTERISTICS

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



## ESRI INDEXES

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





LifeMode Group: Cozy Country Living

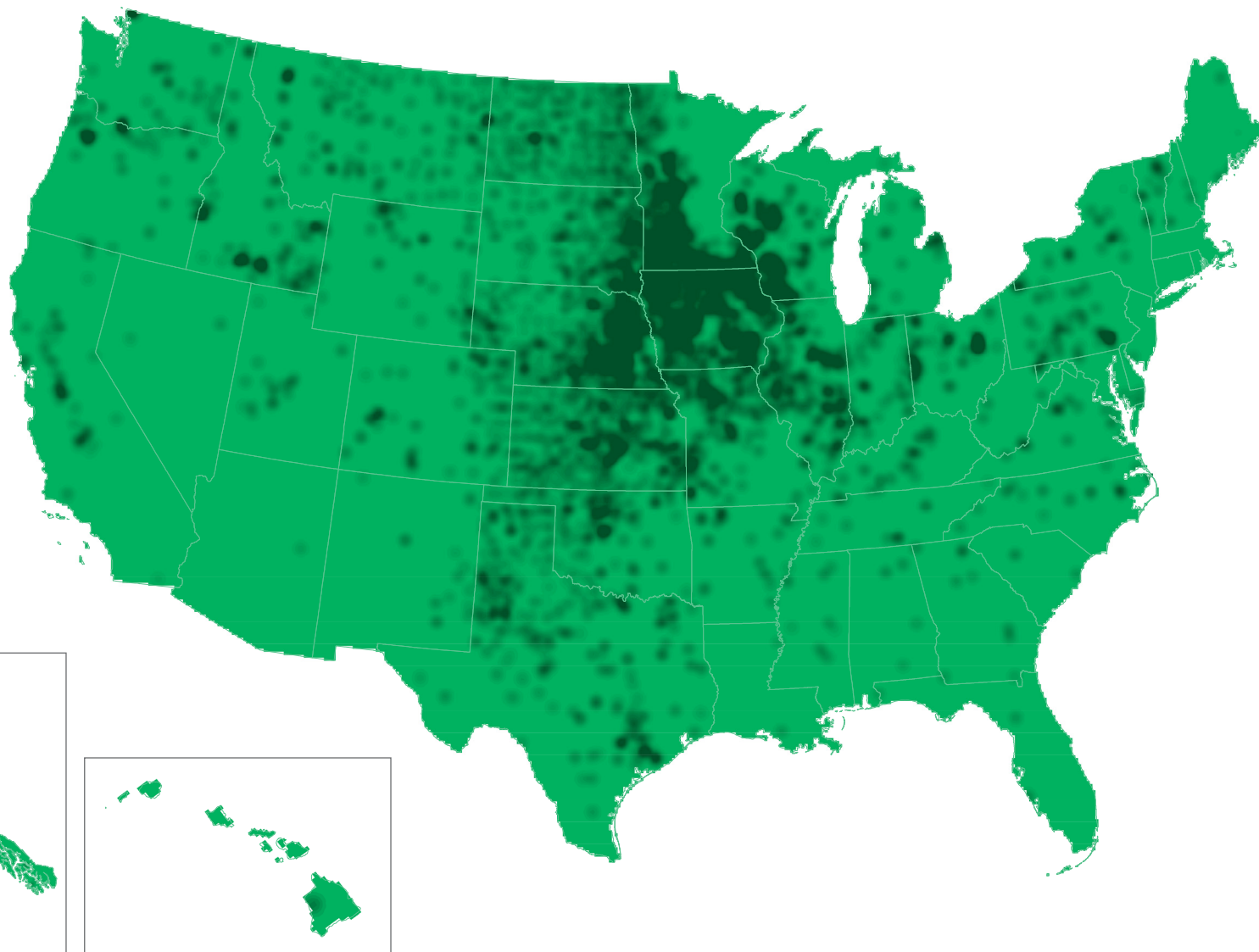
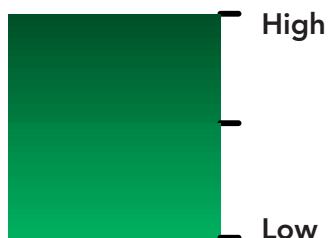
# Prairie Living



**TAPESTRY**  
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## SEGMENT DENSITY

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



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LifeMode Group: Cozy Country Living

# Heartland Communities

6F

**Households:** 2,850,600

**Average Household Size:** 2.39

**Median Age:** 42.3

**Median Household Income:** \$42,400

## WHO ARE WE?

Well settled and close-knit, *Heartland Communities* residents are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

## OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).

## SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94). More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, health-care, and agriculture industries.
- These are budget-savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.



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



LifeMode Group: Cozy Country Living

# Heartland Communities

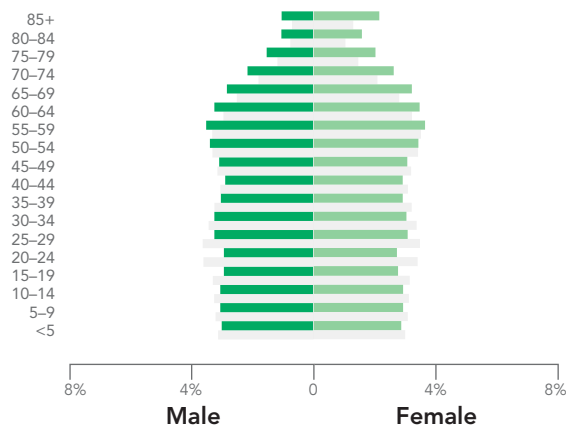


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## AGE BY SEX (Esri data)

Median Age: **42.3** US: 38.2

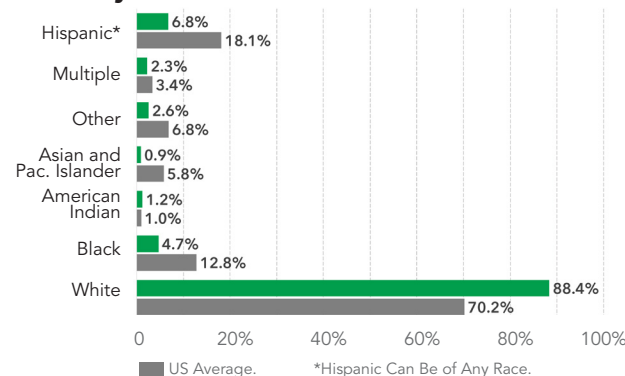
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## RACE AND ETHNICITY (Esri data)

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Diversity Index: **31.5** US: 64.0



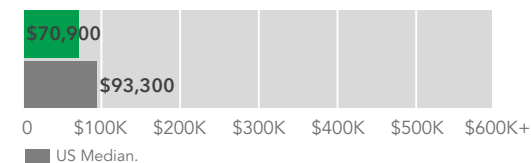
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### Median Household Income

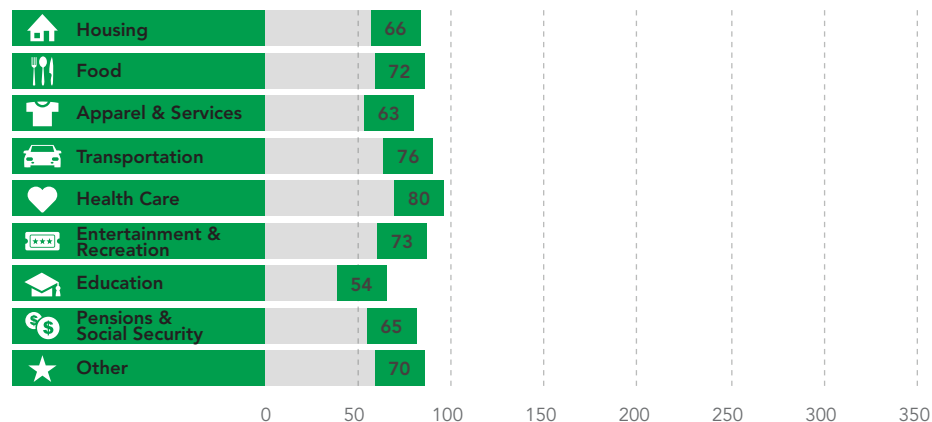


### Median Net Worth



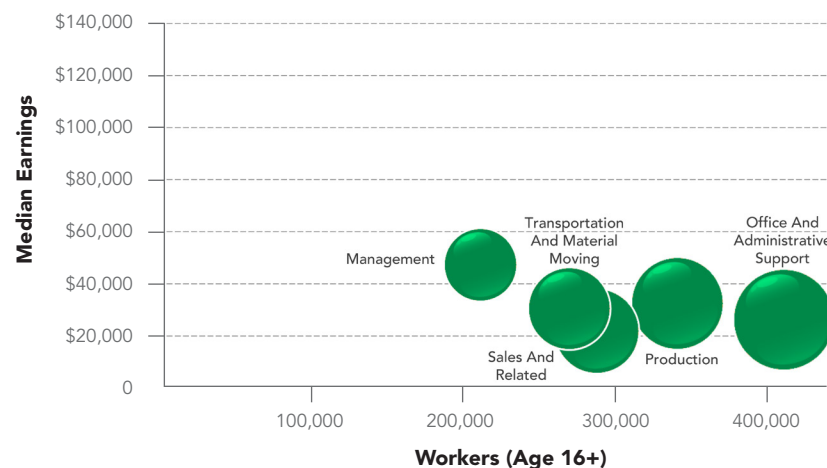
## AVERAGE HOUSEHOLD BUDGET INDEX

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## OCCUPATION BY EARNINGS

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







LifeMode Group: Cozy Country Living

# Heartland Communities



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## MARKET PROFILE

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

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

## HOUSING

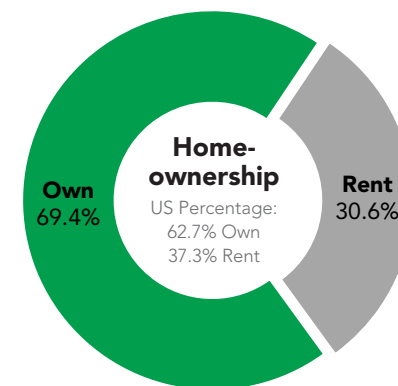
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**Typical Housing:**  
Single Family

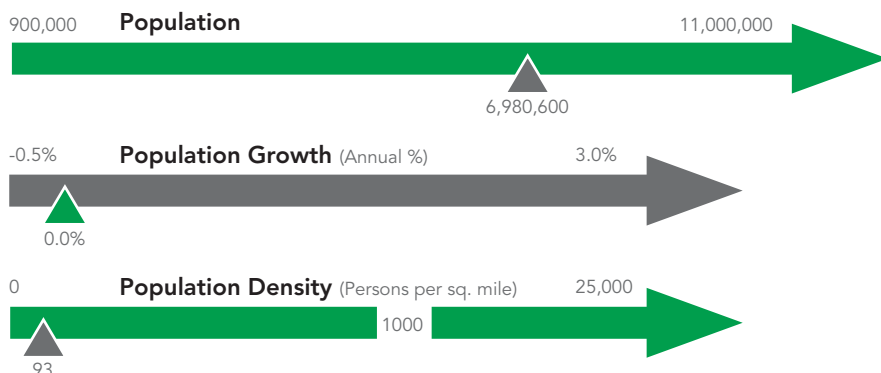
**Median Value:**  
\$95,700

US Median: \$207,300



## POPULATION CHARACTERISTICS

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



## ESRI INDEXES

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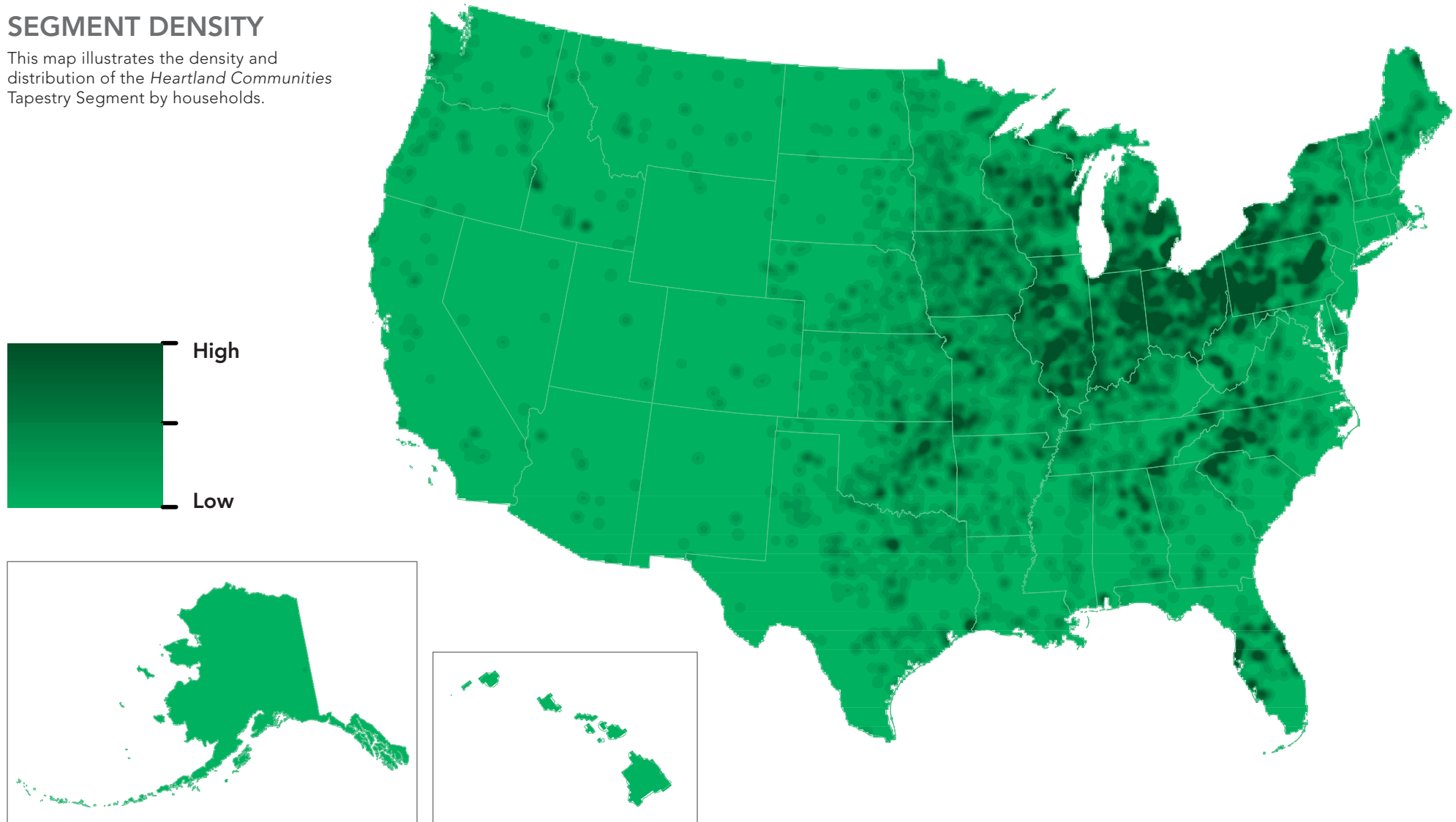
# Heartland Communities



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## SEGMENT DENSITY

This map illustrates the density and distribution of the *Heartland Communities* Tapestry Segment by households.



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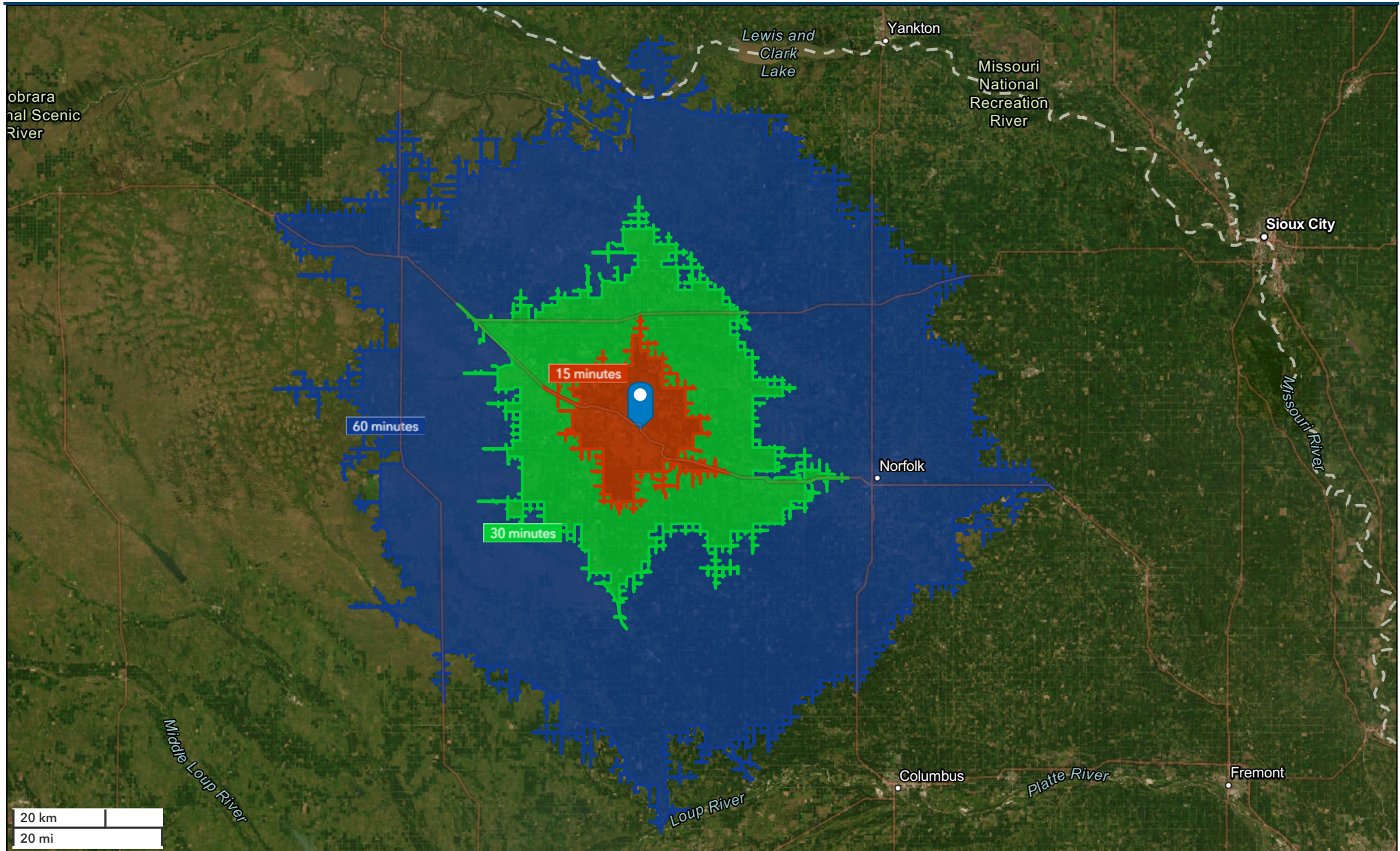


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## Neligh Trade Area



# Retail Demand Outlook

Neligh, Nebraska



Drive time band: 0 - 15 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Country Charm (I7)	59.4%	Population	4,120	4,126
Heartland Communities (I3)	40.6%	Households	1,708	1,698
Small Town Sincerity (I1)	0.0%	Families	1,019	1,006
Scenic Byways (I2)	0.0%	Median Age	43.8	45.3
Rooted Rural (I4)	0.0%	Median Household Income	\$72,530	\$79,178

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>	\$2,981,014	\$3,186,735	\$205,721
Men's	\$597,361	\$638,602	\$41,241
Women's	\$955,787	\$1,021,759	\$65,972
Children's	\$421,112	\$450,167	\$29,055
Footwear	\$748,271	\$799,878	\$51,607
Watches & Jewelry	\$201,742	\$215,670	\$13,928
Apparel Products and Services (1)	\$56,740	\$60,658	\$3,918
<b>Computer</b>			
Computers and Hardware for Home Use	\$246,669	\$263,692	\$17,023
Portable Memory	\$5,814	\$6,214	\$400
Computer Software	\$26,933	\$28,791	\$1,858
Computer Accessories	\$29,244	\$31,262	\$2,018
<b>Education</b>			
Educational Books/Supplies/Other Expenditures	\$114,559	\$122,463	\$7,904
Other School Supplies	\$121,268	\$129,636	\$8,368

**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	\$6,296,955	\$6,731,290	\$434,335
Fees and Admissions	\$1,057,579	\$1,130,528	\$72,949
Membership Fees for Clubs (2)	\$357,924	\$382,622	\$24,698
Fees for Participant Sports, excl. Trips	\$183,598	\$196,254	\$12,656
Tickets to Theatre/Operas/Concerts	\$131,016	\$140,055	\$9,039
Tickets to Movies	\$38,205	\$40,841	\$2,636
Tickets to Parks or Museums	\$63,604	\$67,989	\$4,385
Admission to Sporting Events, excl. Trips	\$136,952	\$146,396	\$9,444
Fees for Recreational Lessons	\$145,308	\$155,332	\$10,024
Dating Services	\$971	\$1,038	\$67
TV/Video/Audio	\$1,823,384	\$1,949,236	\$125,852
Cable and Satellite Television Services	\$1,100,292	\$1,176,248	\$75,956
Televisions	\$136,716	\$146,154	\$9,438
Satellite Dishes	\$1,666	\$1,781	\$115
VCRs, Video Cameras, and DVD Players	\$6,245	\$6,676	\$431
Miscellaneous Video Equipment	\$20,300	\$21,701	\$1,401
Video Cassettes and DVDs	\$7,333	\$7,839	\$506
Video Game Hardware/Accessories	\$70,872	\$75,767	\$4,895
Video Game Software	\$28,851	\$30,842	\$1,991
Rental/Streaming/Downloaded Video	\$264,375	\$282,607	\$18,232
Installation of Televisions	\$1,032	\$1,104	\$72
Audio (3)	\$183,216	\$195,860	\$12,644
Rental of TV/VCR/Radio/Sound Equipment	\$454	\$486	\$32
Repair of TV/Radio/Sound Equipment	\$2,031	\$2,171	\$140
Pets	\$1,947,215	\$2,081,512	\$134,297
Toys/Games/Crafts/Hobbies (4)	\$287,232	\$307,048	\$19,816
Recreational Vehicles and Fees (5)	\$332,228	\$355,108	\$22,880
Sports/Recreation/Exercise Equipment (6)	\$483,810	\$517,156	\$33,346
Photo Equipment and Supplies (7)	\$89,884	\$96,084	\$6,200
Reading (8)	\$193,839	\$207,205	\$13,366
Live Entertainment-for Catered Affairs	\$45,216	\$48,328	\$3,112
Rental of Party Supplies for Catered Affairs	\$36,567	\$39,085	\$2,518

**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	\$15,703,444	\$16,787,238	\$1,083,794
Food at Home	\$10,848,288	\$11,597,047	\$748,759
Bakery and Cereal Products	\$1,439,085	\$1,538,412	\$99,327
Meats, Poultry, Fish, and Eggs	\$2,186,358	\$2,337,295	\$150,937
Dairy Products	\$1,164,173	\$1,244,498	\$80,325
Fruits and Vegetables	\$1,771,273	\$1,893,522	\$122,249
Snacks and Other Food at Home (9)	\$4,287,399	\$4,583,321	\$295,922
Food Away from Home	\$4,855,155	\$5,190,191	\$335,036
Alcoholic Beverages	\$751,023	\$802,832	\$51,809
Financial			
Value of Stocks/Bonds/Mutual Funds	\$58,141,689	\$62,149,141	\$4,007,452
Value of Retirement Plans	\$226,164,327	\$241,752,077	\$15,587,750
Value of Other Financial Assets	\$17,020,857	\$18,195,989	\$1,175,132
Vehicle Loan Amount excluding Interest	\$5,116,632	\$5,469,578	\$352,946
Value of Credit Card Debt	\$3,738,122	\$3,996,088	\$257,966
Health			
Nonprescription Drugs	\$299,319	\$319,977	\$20,658
Prescription Drugs	\$847,595	\$906,104	\$58,509
Eyeglasses and Contact Lenses	\$239,552	\$256,062	\$16,510
Personal Care Products (10)	\$715,794	\$765,214	\$49,420
Smoking Products	\$847,040	\$905,558	\$58,518
Home			
Mortgage Payment and Basics (11)	\$17,182,686	\$18,367,586	\$1,184,900
Maintenance and Remodeling Services	\$7,505,005	\$8,022,151	\$517,146
Maintenance and Remodeling Materials (12)	\$1,726,056	\$1,844,944	\$118,888
Utilities, Fuel, and Public Services	\$9,115,953	\$9,745,137	\$629,184

**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)	\$153,542	\$164,137	\$10,595
Furniture	\$1,123,715	\$1,201,265	\$77,550
Rugs	\$45,837	\$48,999	\$3,162
Major Appliances (14)	\$707,573	\$756,398	\$48,825
Housewares (15)	\$130,988	\$140,030	\$9,042
Small Appliances	\$1,831,567	\$1,957,885	\$7,157
Luggage	\$24,486	\$26,175	\$1,689
Telephones and Accessories	\$120,633	\$128,953	\$8,320
Household Operations			
Child Care	\$622,446	\$665,390	\$42,944
Lawn/Garden (16)	\$1,209,035	\$1,292,395	\$83,360
Moving/Storage/Freight Express	\$130,292	\$139,291	\$8,999
Housekeeping Supplies (17)	\$1,236,038	\$1,321,364	\$85,326
Insurance			
Owners and Renters Insurance	\$1,395,642	\$1,491,893	\$96,251
Vehicle Insurance	\$2,974,542	\$3,179,881	\$205,339
Life/Other Insurance	\$962,237	\$1,028,618	\$66,381
Health Insurance	\$7,885,393	\$8,429,503	\$544,110
Transportation			
Payments on Vehicles excluding Leases	\$4,542,576	\$4,855,982	\$313,406
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$5,265,406	\$5,628,794	\$363,388
Vehicle Maintenance and Repairs	\$2,017,894	\$2,157,089	\$139,195
Travel			
Airline Fares	\$853,188	\$912,040	\$58,852
Lodging on Trips	\$1,484,863	\$1,587,264	\$102,401
Auto/Truck Rental on Trips	\$146,814	\$156,940	\$10,126
Food and Drink on Trips	\$1,127,035	\$1,204,763	\$77,728

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

- (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

Neligh, Nebraska



Drive time band: 15 - 30 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Country Charm (I7)	64.0%	Population	7,565	7,518
Heartland Communities (I3)	32.7%	Households	3,018	2,981
Room to Roam (K7)	3.0%	Families	2,009	1,972
Rural Resort Dwellers (I5)	0.3%	Median Age	42.9	44.3
Small Town Sincerity (I1)	0.0%	Median Household Income	\$75,276	\$81,590

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>	\$5,410,636	\$5,814,210	\$403,574
Men's	\$1,082,562	\$1,163,352	\$80,790
Women's	\$1,738,351	\$1,868,110	\$129,759
Children's	\$762,716	\$819,561	\$56,845
Footwear	\$1,355,760	\$1,456,730	\$100,970
Watches & Jewelry	\$368,344	\$395,873	\$27,529
Apparel Products and Services (1)	\$102,902	\$110,584	\$7,682
<b>Computer</b>			
Computers and Hardware for Home Use	\$449,295	\$482,830	\$33,535
Portable Memory	\$10,563	\$11,349	\$786
Computer Software	\$48,548	\$52,161	\$3,613
Computer Accessories	\$52,753	\$56,684	\$3,931
<b>Education</b>			
Educational Books/Supplies/Other Expenditures	\$208,080	\$223,593	\$15,513
Other School Supplies	\$219,821	\$236,210	\$16,389

**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	\$11,406,506	\$12,256,151	\$849,645
Fees and Admissions	\$1,933,436	\$2,077,702	\$144,266
Membership Fees for Clubs (2)	\$653,765	\$702,575	\$48,810
Fees for Participant Sports, excl. Trips	\$337,525	\$362,703	\$25,178
Tickets to Theatre/Operas/Concerts	\$238,823	\$256,643	\$17,820
Tickets to Movies	\$69,702	\$74,902	\$5,200
Tickets to Parks or Museums	\$115,172	\$123,740	\$8,568
Admission to Sporting Events, excl. Trips	\$249,361	\$267,944	\$18,583
Fees for Recreational Lessons	\$267,332	\$287,306	\$19,974
Dating Services	\$1,758	\$1,889	\$131
TV/Video/Audio	\$3,294,787	\$3,540,415	\$245,628
Cable and Satellite Television Services	\$1,983,389	\$2,131,235	\$147,846
Televisions	\$248,348	\$266,885	\$18,537
Satellite Dishes	\$3,008	\$3,232	\$224
VCRs, Video Cameras, and DVD Players	\$11,223	\$12,060	\$837
Miscellaneous Video Equipment	\$37,728	\$40,552	\$2,824
Video Cassettes and DVDs	\$13,203	\$14,186	\$983
Video Game Hardware/Accessories	\$127,188	\$136,668	\$9,480
Video Game Software	\$52,087	\$55,969	\$3,882
Rental/Streaming/Downloaded Video	\$479,938	\$515,691	\$35,753
Installation of Televisions	\$1,892	\$2,035	\$143
Audio (3)	\$332,270	\$357,052	\$24,782
Rental of TV/VCR/Radio/Sound Equipment	\$825	\$886	\$61
Repair of TV/Radio/Sound Equipment	\$3,690	\$3,965	\$275
Pets	\$3,514,938	\$3,776,538	\$261,600
Toys/Games/Crafts/Hobbies (4)	\$518,965	\$557,618	\$38,653
Recreational Vehicles and Fees (5)	\$605,526	\$650,547	\$45,021
Sports/Recreation/Exercise Equipment (6)	\$874,902	\$939,956	\$65,054
Photo Equipment and Supplies (7)	\$163,594	\$175,789	\$12,195
Reading (8)	\$351,453	\$377,623	\$26,170
Live Entertainment-for Catered Affairs	\$82,148	\$88,245	\$6,097
Rental of Party Supplies for Catered Affairs	\$66,755	\$71,718	\$4,963

**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	\$28,413,708	\$30,532,210	\$2,118,502
Food at Home	\$19,591,012	\$21,051,374	\$1,460,362
Bakery and Cereal Products	\$2,600,266	\$2,794,118	\$193,852
Meats, Poultry, Fish, and Eggs	\$3,944,716	\$4,238,839	\$294,123
Dairy Products	\$2,103,543	\$2,260,255	\$156,712
Fruits and Vegetables	\$3,202,504	\$3,441,252	\$238,748
Snacks and Other Food at Home (9)	\$7,739,983	\$8,316,909	\$576,926
Food Away from Home	\$8,822,696	\$9,480,836	\$658,140
Alcoholic Beverages	\$1,372,794	\$1,475,247	\$102,453
Financial			
Value of Stocks/Bonds/Mutual Funds	\$106,936,504	\$114,913,077	\$7,976,573
Value of Retirement Plans	\$413,990,008	\$444,840,200	\$30,850,192
Value of Other Financial Assets	\$30,962,999	\$33,275,442	\$2,312,443
Vehicle Loan Amount excluding Interest	\$9,267,410	\$9,957,795	\$690,385
Value of Credit Card Debt	\$6,796,451	\$7,303,541	\$507,090
Health			
Nonprescription Drugs	\$541,223	\$581,572	\$40,349
Prescription Drugs	\$1,527,389	\$1,641,225	\$113,836
Eyeglasses and Contact Lenses	\$434,494	\$466,816	\$32,322
Personal Care Products (10)	\$1,296,889	\$1,393,678	\$96,789
Smoking Products	\$1,514,758	\$1,627,675	\$112,917
Home			
Mortgage Payment and Basics (11)	\$31,395,015	\$33,736,182	\$2,341,167
Maintenance and Remodeling Services	\$13,679,973	\$14,698,155	\$1,018,182
Maintenance and Remodeling Materials (12)	\$3,133,924	\$3,366,817	\$232,893
Utilities, Fuel, and Public Services	\$16,451,895	\$17,678,084	\$1,226,189

**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)	\$278,317	\$299,069	\$20,752
Furniture	\$2,040,941	\$2,193,199	\$152,258
Rugs	\$83,773	\$90,023	\$6,250
Major Appliances (14)	\$1,283,121	\$1,378,792	\$95,671
Housewares (15)	\$236,930	\$254,601	\$17,671
Small Appliances	\$3,333,852	\$3,582,351	\$13,979
Luggage	\$44,802	\$48,149	\$3,347
Telephones and Accessories	\$220,162	\$236,581	\$16,419
Household Operations			
Child Care	\$1,136,645	\$1,221,480	\$84,835
Lawn/Garden (16)	\$2,193,289	\$2,356,578	\$163,289
Moving/Storage/Freight Express	\$235,741	\$253,342	\$17,601
Housekeeping Supplies (17)	\$2,233,249	\$2,399,788	\$166,539
Insurance			
Owners and Renters Insurance	\$2,532,073	\$2,720,684	\$188,611
Vehicle Insurance	\$5,372,922	\$5,773,574	\$400,652
Life/Other Insurance	\$1,749,487	\$1,879,930	\$130,443
Health Insurance	\$14,259,860	\$15,322,529	\$1,062,669
Transportation			
Payments on Vehicles excluding Leases	\$8,217,118	\$8,829,343	\$612,225
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$9,500,333	\$10,208,259	\$707,926
Vehicle Maintenance and Repairs	\$3,654,267	\$3,926,487	\$272,220
Travel			
Airline Fares	\$1,562,801	\$1,679,462	\$116,661
Lodging on Trips	\$2,705,753	\$2,907,450	\$201,697
Auto/Truck Rental on Trips	\$267,641	\$287,600	\$19,959
Food and Drink on Trips	\$2,051,102	\$2,203,979	\$152,877

**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

Neligh, Nebraska



Drive time band: 30 - 60 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Country Charm (I7)	35.1%	Population	68,781	68,959
Heartland Communities (I3)	12.5%	Households	27,526	27,473
Middle Ground (K2)	12.0%	Families	17,495	17,349
Room to Roam (K7)	8.7%	Median Age	40.5	41.4
Classic Comfort (K4)	8.2%	Median Household Income	\$73,576	\$80,288

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>	\$53,764,375	\$58,691,140	\$4,926,765
Men's	\$10,821,368	\$11,811,563	\$990,195
Women's	\$17,831,796	\$19,469,274	\$1,637,478
Children's	\$7,440,003	\$8,121,240	\$681,237
Footwear	\$12,588,857	\$13,740,298	\$1,151,441
Watches & Jewelry	\$4,045,278	\$4,417,015	\$371,737
Apparel Products and Services (1)	\$1,037,074	\$1,131,750	\$94,676
<b>Computer</b>			
Computers and Hardware for Home Use	\$4,761,274	\$5,199,053	\$437,779
Portable Memory	\$93,886	\$102,453	\$8,567
Computer Software	\$427,081	\$465,975	\$38,894
Computer Accessories	\$476,135	\$519,532	\$43,397
<b>Education</b>			
Educational Books/Supplies/Other Expenditures	\$2,104,292	\$2,297,020	\$192,728
Other School Supplies	\$2,110,689	\$2,303,261	\$192,572

**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	\$102,139,622	\$111,445,788	\$9,306,166
Fees and Admissions	\$19,663,695	\$21,471,671	\$1,807,976
Membership Fees for Clubs (2)	\$6,697,412	\$7,311,765	\$614,353
Fees for Participant Sports, excl. Trips	\$3,534,354	\$3,860,318	\$325,964
Tickets to Theatre/Operas/Concerts	\$2,387,828	\$2,607,229	\$219,401
Tickets to Movies	\$753,346	\$822,803	\$69,457
Tickets to Parks or Museums	\$972,590	\$1,061,577	\$88,987
Admission to Sporting Events, excl. Trips	\$2,352,259	\$2,566,731	\$214,472
Fees for Recreational Lessons	\$2,943,808	\$3,217,091	\$273,283
Dating Services	\$22,098	\$24,157	\$2,059
TV/Video/Audio	\$30,377,988	\$33,145,049	\$2,767,061
Cable and Satellite Television Services	\$17,313,101	\$18,884,127	\$1,571,026
Televisions	\$2,581,349	\$2,818,305	\$236,956
Satellite Dishes	\$29,077	\$31,729	\$2,652
VCRs, Video Cameras, and DVD Players	\$100,752	\$109,925	\$9,173
Miscellaneous Video Equipment	\$596,309	\$652,059	\$55,750
Video Cassettes and DVDs	\$115,588	\$126,118	\$10,530
Video Game Hardware/Accessories	\$1,184,343	\$1,292,107	\$107,764
Video Game Software	\$530,907	\$579,568	\$48,661
Rental/Streaming/Downloaded Video	\$4,653,459	\$5,078,818	\$425,359
Installation of Televisions	\$23,206	\$25,374	\$2,168
Audio (3)	\$3,200,655	\$3,493,167	\$292,512
Rental of TV/VCR/Radio/Sound Equipment	\$8,033	\$8,762	\$729
Repair of TV/Radio/Sound Equipment	\$41,211	\$44,992	\$3,781
Pets	\$29,270,595	\$31,924,881	\$2,654,286
Toys/Games/Crafts/Hobbies (4)	\$4,624,388	\$5,045,354	\$420,966
Recreational Vehicles and Fees (5)	\$5,092,391	\$5,555,467	\$463,076
Sports/Recreation/Exercise Equipment (6)	\$7,177,278	\$7,828,324	\$651,046
Photo Equipment and Supplies (7)	\$1,602,579	\$1,749,137	\$146,558
Reading (8)	\$3,092,872	\$3,375,180	\$282,308
Live Entertainment-for Catered Affairs	\$625,789	\$682,624	\$56,835
Rental of Party Supplies for Catered Affairs	\$612,047	\$668,100	\$56,053

**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	\$268,114,979	\$292,597,520	\$24,482,541
Food at Home	\$179,786,341	\$196,171,787	\$16,385,446
Bakery and Cereal Products	\$23,938,224	\$26,120,477	\$2,182,253
Meats, Poultry, Fish, and Eggs	\$36,513,350	\$39,840,949	\$3,327,599
Dairy Products	\$18,834,012	\$20,548,952	\$1,714,940
Fruits and Vegetables	\$29,717,940	\$32,430,942	\$2,713,002
Snacks and Other Food at Home (9)	\$70,782,815	\$77,230,466	\$6,447,651
Food Away from Home	\$88,328,638	\$96,425,733	\$8,097,095
Alcoholic Beverages	\$14,180,984	\$15,484,427	\$1,303,443
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,028,672,228	\$1,123,107,348	\$94,435,120
Value of Retirement Plans	\$3,809,568,640	\$4,156,896,813	\$347,328,173
Value of Other Financial Assets	\$304,216,613	\$332,018,651	\$27,802,038
Vehicle Loan Amount excluding Interest	\$86,288,056	\$94,153,002	\$7,864,946
Value of Credit Card Debt	\$67,826,573	\$74,040,596	\$6,214,023
Health			
Nonprescription Drugs	\$4,956,186	\$5,407,912	\$451,726
Prescription Drugs	\$13,296,473	\$14,495,066	\$1,198,593
Eyeglasses and Contact Lenses	\$3,678,002	\$4,011,799	\$333,797
Personal Care Products (10)	\$13,121,746	\$14,322,969	\$1,201,223
Smoking Products	\$13,210,856	\$14,403,867	\$1,193,011
Home			
Mortgage Payment and Basics (11)	\$298,894,637	\$326,277,456	\$27,382,819
Maintenance and Remodeling Services	\$117,366,367	\$128,062,553	\$10,696,186
Maintenance and Remodeling Materials (12)	\$24,699,043	\$26,933,121	\$2,234,078
Utilities, Fuel, and Public Services	\$148,932,233	\$162,480,036	\$13,547,803

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



	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$2,695,566	\$2,941,968	\$246,402
Furniture	\$20,017,392	\$21,848,663	\$1,831,271
Rugs	\$849,843	\$927,891	\$78,048
Major Appliances (14)	\$11,968,610	\$13,061,537	\$1,092,927
Housewares (15)	\$2,233,845	\$2,437,929	\$204,084
Small Appliances	\$31,627,392	\$34,520,048	\$161,921
Luggage	\$489,681	\$534,849	\$45,168
Telephones and Accessories	\$2,162,858	\$2,359,536	\$196,678
Household Operations			
Child Care	\$11,928,556	\$13,028,140	\$1,099,584
Lawn/Garden (16)	\$18,422,879	\$20,094,815	\$1,671,936
Moving/Storage/Freight Express	\$2,462,294	\$2,689,111	\$226,817
Housekeeping Supplies (17)	\$20,852,319	\$22,752,648	\$1,900,329
Insurance			
Owners and Renters Insurance	\$22,424,113	\$24,462,198	\$2,038,085
Vehicle Insurance	\$51,198,755	\$55,872,232	\$4,673,477
Life/Other Insurance	\$16,260,677	\$17,744,562	\$1,483,885
Health Insurance	\$127,485,770	\$139,078,431	\$11,592,661
Transportation			
Payments on Vehicles excluding Leases	\$75,396,192	\$82,261,898	\$6,865,706
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$86,151,401	\$93,993,971	\$7,842,570
Vehicle Maintenance and Repairs	\$33,410,906	\$36,457,419	\$3,046,513
Travel			
Airline Fares	\$16,290,148	\$17,793,161	\$1,503,013
Lodging on Trips	\$25,181,391	\$27,483,974	\$2,302,583
Auto/Truck Rental on Trips	\$2,634,419	\$2,876,079	\$241,660
Food and Drink on Trips	\$19,199,126	\$20,955,397	\$1,756,271

**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

Neligh, 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	87	\$26,403.19	\$45,096,641
44-45	Retail Trade	90	\$23,107.03	\$39,466,810
722	Food Services & Drinking Places	70	\$3,296.15	\$5,629,831

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	95	\$3,055.59	\$5,218,941
4411	Automobile Dealers	86	\$2,377.97	\$4,061,580
4412	Other Motor Vehicle Dealers	203	\$447.36	\$764,097
4413	Auto Parts, Accessories & Tire Stores	97	\$230.25	\$393,265
442	Furniture and Home Furnishings Stores	78	\$778.94	\$1,330,435
4421	Furniture Stores	74	\$478.07	\$816,538
4422	Home Furnishings Stores	86	\$300.88	\$513,897
443, 4431	Electronics and Appliance Stores	70	\$199.61	\$340,934
444	Bldg Material & Garden Equipment & Supplies Dealers	113	\$1,576.23	\$2,692,209
4441	Building Material and Supplies Dealers	113	\$1,416.04	\$2,418,596
4442	Lawn and Garden Equipment and Supplies Stores	118	\$160.19	\$273,613
445	Food and Beverage Stores	86	\$4,880.24	\$8,335,453
4451	Grocery Stores	86	\$4,604.29	\$7,864,134
4452	Specialty Food Stores	82	\$146.79	\$250,710
4453	Beer, Wine, and Liquor Stores	71	\$129.16	\$220,609
446, 4461	Health and Personal Care Stores	96	\$797.10	\$1,361,440
447, 4471	Gasoline Stations	90	\$3,454.56	\$5,900,387
448	Clothing and Clothing Accessories Stores	73	\$931.16	\$1,590,416
4481	Clothing Stores	72	\$718.31	\$1,226,875
4482	Shoe Stores	81	\$199.12	\$340,096
4483	Jewelry, Luggage, and Leather Goods Stores	67	\$13.73	\$23,445
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	93	\$429.41	\$733,425
4511	Sporting Goods, Hobby, and Musical Inst Stores	96	\$355.36	\$606,953
4512	Book Stores and News Dealers	78	\$74.05	\$126,472
452	General Merchandise Stores	86	\$3,804.06	\$6,497,339
4522	Department Stores	72	\$284.34	\$485,656
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	87	\$3,519.72	\$6,011,682

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	104	\$650.87	\$1,111,685
4531	Florists	118	\$34.17	\$58,354
4532	Office Supplies, Stationery, and Gift Stores	80	\$80.44	\$137,390
4533	Used Merchandise Stores	94	\$82.92	\$141,627
4539	Other Miscellaneous Store Retailers	110	\$453.35	\$774,314
454	Nonstore Retailers	92	\$2,549.27	\$4,354,146
4541	Electronic Shopping and Mail-Order Houses	87	\$2,061.36	\$3,520,797
4542	Vending Machine Operators	86	\$39.74	\$67,873
4543	Direct Selling Establishments	125	\$448.17	\$765,476
722	Food Services & Drinking Places	70	\$3,296.15	\$5,629,831
7223	Special Food Services	71	\$12.04	\$20,572
7224	Drinking Places (Alcoholic Beverages)	67	\$81.86	\$139,823
7225	Restaurants and Other Eating Places	70	\$3,202.25	\$5,469,437

**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

Neligh, 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	88	\$26,983.47	\$81,436,119
44-45	Retail Trade	91	\$23,592.02	\$71,200,729
722	Food Services & Drinking Places	72	\$3,391.45	\$10,235,390

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	97	\$3,121.77	\$9,421,506
4411	Automobile Dealers	88	\$2,432.96	\$7,342,674
4412	Other Motor Vehicle Dealers	206	\$453.94	\$1,369,995
4413	Auto Parts, Accessories & Tire Stores	99	\$234.87	\$708,837
442	Furniture and Home Furnishings Stores	81	\$801.00	\$2,417,403
4421	Furniture Stores	76	\$491.14	\$1,482,247
4422	Home Furnishings Stores	89	\$309.86	\$935,156
443, 4431	Electronics and Appliance Stores	72	\$205.42	\$619,964
444	Bldg Material & Garden Equipment & Supplies Dealers	116	\$1,612.54	\$4,866,646
4441	Building Material and Supplies Dealers	115	\$1,449.05	\$4,373,227
4442	Lawn and Garden Equipment and Supplies Stores	121	\$163.49	\$493,419
445	Food and Beverage Stores	87	\$4,978.16	\$15,024,078
4451	Grocery Stores	88	\$4,695.32	\$14,170,463
4452	Specialty Food Stores	84	\$149.80	\$452,086
4453	Beer, Wine, and Liquor Stores	74	\$133.04	\$401,528
446, 4461	Health and Personal Care Stores	98	\$812.29	\$2,451,499
447, 4471	Gasoline Stations	92	\$3,515.59	\$10,610,052
448	Clothing and Clothing Accessories Stores	75	\$955.50	\$2,883,690
4481	Clothing Stores	74	\$737.59	\$2,226,042
4482	Shoe Stores	82	\$203.72	\$614,816
4483	Jewelry, Luggage, and Leather Goods Stores	70	\$14.19	\$42,832
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	95	\$438.60	\$1,323,706
4511	Sporting Goods, Hobby, and Musical Inst Stores	98	\$362.67	\$1,094,541
4512	Book Stores and News Dealers	80	\$75.93	\$229,166
452	General Merchandise Stores	88	\$3,883.20	\$11,719,509
4522	Department Stores	74	\$291.90	\$880,945
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	89	\$3,591.31	\$10,838,564

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	106	\$663.69	\$2,003,019
4531	Florists	121	\$34.92	\$105,396
4532	Office Supplies, Stationery, and Gift Stores	82	\$82.47	\$248,893
4533	Used Merchandise Stores	97	\$85.33	\$257,519
4539	Other Miscellaneous Store Retailers	112	\$460.97	\$1,391,212
454	Nonstore Retailers	94	\$2,604.26	\$7,859,656
4541	Electronic Shopping and Mail-Order Houses	89	\$2,107.96	\$6,361,833
4542	Vending Machine Operators	88	\$40.47	\$122,142
4543	Direct Selling Establishments	127	\$455.83	\$1,375,682
722	Food Services & Drinking Places	72	\$3,391.45	\$10,235,390
7223	Special Food Services	73	\$12.40	\$37,421
7224	Drinking Places (Alcoholic Beverages)	70	\$84.64	\$255,435
7225	Restaurants and Other Eating Places	72	\$3,294.41	\$9,942,535

**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

Neligh, 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	89	\$27,002.36	\$743,266,866
44-45	Retail Trade	90	\$23,321.74	\$641,954,120
722	Food Services & Drinking Places	78	\$3,680.62	\$101,312,746

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	93	\$3,005.75	\$82,736,184
4411	Automobile Dealers	88	\$2,439.16	\$67,140,192
4412	Other Motor Vehicle Dealers	155	\$342.32	\$9,422,647
4413	Auto Parts, Accessories & Tire Stores	95	\$224.27	\$6,173,346
442	Furniture and Home Furnishings Stores	84	\$837.58	\$23,055,332
4421	Furniture Stores	82	\$529.44	\$14,573,385
4422	Home Furnishings Stores	88	\$308.14	\$8,481,947
443, 4431	Electronics and Appliance Stores	80	\$229.55	\$6,318,645
444	Bldg Material & Garden Equipment & Supplies Dealers	105	\$1,454.96	\$40,049,242
4441	Building Material and Supplies Dealers	104	\$1,310.87	\$36,083,051
4442	Lawn and Garden Equipment and Supplies Stores	106	\$144.09	\$3,966,191
445	Food and Beverage Stores	88	\$5,001.44	\$137,669,728
4451	Grocery Stores	88	\$4,703.93	\$129,480,277
4452	Specialty Food Stores	85	\$152.93	\$4,209,513
4453	Beer, Wine, and Liquor Stores	80	\$144.59	\$3,979,939
446, 4461	Health and Personal Care Stores	96	\$799.77	\$22,014,439
447, 4471	Gasoline Stations	91	\$3,471.35	\$95,552,441
448	Clothing and Clothing Accessories Stores	81	\$1,024.65	\$28,204,444
4481	Clothing Stores	80	\$802.09	\$22,078,395
4482	Shoe Stores	84	\$206.68	\$5,689,025
4483	Jewelry, Luggage, and Leather Goods Stores	78	\$15.88	\$437,025
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	91	\$421.59	\$11,604,618
4511	Sporting Goods, Hobby, and Musical Inst Stores	93	\$342.30	\$9,422,134
4512	Book Stores and News Dealers	83	\$79.29	\$2,182,485
452	General Merchandise Stores	88	\$3,911.67	\$107,672,570
4522	Department Stores	80	\$317.62	\$8,742,884
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	89	\$3,594.05	\$98,929,686

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	98	\$616.81	\$16,978,228
4531	Florists	107	\$30.84	\$848,840
4532	Office Supplies, Stationery, and Gift Stores	85	\$85.49	\$2,353,299
4533	Used Merchandise Stores	93	\$81.78	\$2,251,001
4539	Other Miscellaneous Store Retailers	102	\$418.70	\$11,525,088
454	Nonstore Retailers	91	\$2,546.62	\$70,098,249
4541	Electronic Shopping and Mail-Order Houses	89	\$2,121.29	\$58,390,592
4542	Vending Machine Operators	89	\$40.97	\$1,127,686
4543	Direct Selling Establishments	107	\$384.36	\$10,579,971
722	Food Services & Drinking Places	78	\$3,680.62	\$101,312,746
7223	Special Food Services	79	\$13.42	\$369,336
7224	Drinking Places (Alcoholic Beverages)	77	\$94.30	\$2,595,725
7225	Restaurants and Other Eating Places	78	\$3,572.90	\$98,347,686

**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


Neligh, Nebraska



Drive time band: 0 - 15 minute radius


Demographic Summary		2025	2030
Population		4,120	4,126
Population 18+		3,212	3,275
Households		1,708	1,698
Median Household Income		\$72,530	\$79,178
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	2,086	64.9%	102
Bought Women`s Clothing Last 12 Mo	1,670	52.0%	99
Bought Shoes Last 12 Mo	2,443	76.1%	100
Bought Fine Jewelry Last 12 Mo	588	18.3%	83
Bought Watch Last 12 Mo	366	11.4%	89
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	1,615	94.6%	106
HH Bought or Leased New Vehicle Last 12 Mo	125	7.3%	86
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	3,039	94.6%	106
Bought or Changed Motor Oil Last 12 Mo	2,047	63.7%	118
Had Vehicle Tune-Up Last 12 Mo	679	21.1%	92
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	1,270	39.5%	104
Drank Beer or Ale Last 6 Mo	1,161	36.1%	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.

 **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	295	9.2%	108
Own Digital SLR Camera or Camcorder	275	8.6%	88
Printed Digital Photos Last 12 Mo	830	25.8%	104
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	1,080	33.6%	97
Have a Smartphone	2,987	93.0%	99
Have Android Phone (Any Brand) Smartphone	1,446	45.0%	120
Have Apple iPhone Smartphone	1,577	49.1%	84
HH Owns 1 Cell Phone	514	30.1%	100
HH Owns 2 Cell Phones	746	43.7%	113
HH Owns 3+ Cell Phones	415	24.3%	84
HH Has Cell Phone Only (No Landline Telephone)	1,284	75.2%	100
Computers (Households)			
HH Owns Computer	1,384	81.0%	98
HH Owns Desktop Computer	636	37.2%	100
HH Owns Laptop or Notebook	1,086	63.6%	92
HH Owns Apple or Mac Brand Computer	284	16.6%	67
HH Owns PC or Non-Apple Brand Computer	1,219	71.4%	103
HH Purchased Most Recent Home Computer at Store	658	38.5%	110
HH Purchased Most Recent Home Computer Online	419	24.5%	91
HH Spent \$1-499 on Most Recent Home Computer	279	16.3%	126
HH Spent \$500-999 on Most Recent Home Computer	330	19.3%	109
HH Spent \$1K-1499 on Most Recent Home Computer	161	9.4%	85
HH Spent \$1500-1999 on Most Recent Home Computer	44	2.6%	63
HH Spent \$2000+ on Most Recent Home Computer	73	4.3%	68

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	2,369	73.8%	112
Bought Brewed Coffee at Convenience Store Last 30 Days	473	14.7%	117
Bought Cigarettes at Convenience Store Last 30 Days	272	8.5%	148
Bought Gas at Convenience Store Last 30 Days	1,678	52.2%	128
Spent \$1-19 at Convenience Store Last 30 Days	162	5.0%	80
Spent \$20-39 at Convenience Store Last 30 Days	222	6.9%	86
Spent \$40-50 at Convenience Store Last 30 Days	221	6.9%	109
Spent \$51-99 at Convenience Store Last 30 Days	181	5.6%	106
Spent \$100+ at Convenience Store Last 30 Days	1,111	34.6%	140
Entertainment (Adults)			
Attended Movie Last 6 Mo	1,513	47.1%	89
Went to Live Theater Last 12 Mo	250	7.8%	67
Went to Bar or Night Club Last 12 Mo	594	18.5%	95
Dined Out Last 12 Mo	1,876	58.4%	104
Gambled at Casino Last 12 Mo	388	12.1%	94
Visited Theme Park Last 12 Mo	392	12.2%	65
Viewed Movie (Video-on-Demand) Last 30 Days	169	5.3%	64
Viewed TV Show (Video-on-Demand) Last 30 Days	86	2.7%	49
Used Internet to Download Movie Last 30 Days	120	3.7%	55
Downloaded Individual Song Last 6 Mo	527	16.4%	90
Used Internet to Watch Movie Last 30 Days	895	27.9%	79
Used Internet to Watch TV Program Last 30 Days	614	19.1%	84
Played (Console) Video or Electronic Game Last 12 Mo	393	12.2%	96
Played (Portable) Video or Electronic Game Last 12 Mo	190	5.9%	81

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

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	1,121	34.9%	99
Used ATM or Cash Machine Last 12 Mo	1,888	58.8%	97
Own Any Stock	363	11.3%	82
Own U.S. Savings Bonds	247	7.7%	103
Own Shares in Mutual Fund (Stocks)	383	11.9%	99
Own Shares in Mutual Fund (Bonds)	238	7.4%	97
Have Interest Checking Account	1,311	40.8%	109
Have Non-Interest Checking Account	1,311	40.8%	112
Have Savings Account	2,363	73.6%	103
Have 401(k) Retirement Savings Plan	759	23.6%	98
Own or Used Any Credit or Debit Card Last 12 Mo	2,961	92.2%	100
Avg \$1-110 Monthly Credit Card Expenditures	681	21.2%	108
Avg \$111-225 Monthly Credit Card Expenditures	330	10.3%	84
Avg \$226-450 Monthly Credit Card Expenditures	291	9.1%	108
Avg \$451-700 Monthly Credit Card Expenditures	263	8.2%	94
Avg \$701-1000 Monthly Credit Card Expenditures	212	6.6%	85
Avg \$1001-2000 Monthly Credit Card Expenditures	362	11.3%	98
Avg \$2001+ Monthly Credit Card Expenditures	312	9.7%	72
Did Online Banking Last 12 Mo	1,729	53.8%	97
Did Mobile Device Banking Last 12 Mo	1,437	44.7%	92
Grocery (Adults)			
HH Used Bread Last 6 Mo	1,635	95.7%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	1,341	78.5%	103
HH Used Turkey (Fresh or Frozen) Last 6 Mo	378	22.1%	110
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	900	52.7%	92
HH Used Fresh Fruit or Vegetables Last 6 Mo	1,562	91.5%	101
HH Used Fresh Milk Last 6 Mo	1,502	87.9%	107
HH Used Organic Food Last 6 Mo	290	17.0%	68


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

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	1,370	42.6%	93
Exercise at Club 2+ Times Per Week	259	8.1%	61
Visited Doctor Last 12 Mo	2,583	80.4%	101
Used Vitamins or Dietary Supplements Last 6 Mo	2,101	65.4%	100
Home (Households)			
HH Did Home Improvement Last 12 Mo	703	41.2%	121
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	527	30.9%	91
HH Purchased Low Ticket HH Furnishing Last 12 Mo	355	20.8%	99
HH Purchased Big Ticket HH Furnishing Last 12 Mo	384	22.5%	94
HH Bought Small Kitchen Appliance Last 12 Mo	365	21.4%	93
HH Purchased Large Appliance/12 Mo	311	18.2%	102
Insurance (Adults/Households)			
Currently Carry Life Insurance	1,843	57.4%	114
Personally Carry Any Medical or Hospital or Accident Insurance	2,837	88.3%	104
Homeowner Carries Insurance on Home/Personal Property	2,300	71.6%	122
Renter Carries Insurance on Home/Personal Property	304	9.5%	71
HH Has 1 Vehicle Covered with Auto Insurance	468	27.4%	85
HH Has 2 Vehicles Covered with Auto Insurance	502	29.4%	96
HH Has 3+ Vehicles Covered with Auto Insurance	615	36.0%	142

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

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	1,093	64.0%	124
HH Owns 1+ Cats	616	36.1%	150
HH Owns 1+ Dogs	847	49.6%	130
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	326	10.2%	63
Buying American Is Important: 4-Agr Cmpl	1,261	39.3%	143
Buy Based on Quality Not Price: 4-Agr Cmpl	355	11.1%	78
Buy on Credit Rather Than Wait: 4-Agr Cmpl	356	11.1%	90
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	339	10.6%	106
Will Pay More for Environ Safe Products: 4-Agr Cmpl	233	7.3%	66
Buy Based on Price Not Brands: 4-Agr Cmpl	981	30.5%	112
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	75	2.3%	59
Reading (Adults)			
Bought Digital Book Last 12 Mo	474	14.8%	83
Bought Hardcover Book Last 12 Mo	795	24.8%	96
Bought Paperback Book Last 12 Mo	973	30.3%	90
Read Daily Newspaper (Paper Version)	312	9.7%	139
Read Digital Newspaper Last 30 Days	1,293	40.3%	74
Read Magazine (Paper or Electronic Version) Last 6 Mo	2,620	81.6%	94

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

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	2,301	71.6%	99
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	733	22.8%	94
Went to Fast Food or Drive-In Restaurant Last 6 Mo	2,939	91.5%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	1,151	35.8%	90
Ordered Eat-In Fast Food Last 6 Mo	1,183	36.8%	111
Ordered Home Delivery Fast Food Last 6 Mo	254	7.9%	64
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	1,740	54.2%	111
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	593	18.5%	81
Television & Electronics (Adults/Households)			
Own Tablet	1,628	50.7%	90
Own E-Reader	387	12.1%	74
Own E-Reader or Tablet: Apple iPad	898	28.0%	77
HH Owns Internet Connectable TV	729	42.7%	103
Own Portable MP3 Player	262	8.2%	106
HH Owns 1 TV	296	17.3%	88
HH Owns 2 TVs	483	28.3%	102
HH Owns 3 TVs	394	23.1%	105
HH Owns 4+ TVs	424	24.8%	113
HH Subscribes to Cable TV	353	20.7%	73
HH Subscribes to Fiber Optic TV	12	0.7%	22
HH Owns Portable GPS Device	360	21.1%	127
HH Purchased Video Game System Last 12 Mo	64	3.8%	53
HH Owns Internet Video Device for TV	880	51.5%	98

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



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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	1,920	59.8%	97
Took 3+ Domestic Non-Business Trips Last 12 Mo	512	15.9%	87
Spent \$1-999 on Domestic Vacations Last 12 Mo	379	11.8%	107
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	227	7.1%	102
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	149	4.6%	97
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	213	6.6%	118
Spent \$3K+ on Domestic Vacations Last 12 Mo	303	9.4%	79
Used Internet Travel Site for Domestic Trip Last 12 Mo	175	5.5%	85
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	626	19.5%	64
Took 3+ Foreign Trips by Plane Last 3 Yrs	78	2.4%	44
Spent \$1-999 on Foreign Vacations Last 12 Mo	97	3.0%	71
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	88	2.7%	64
Spent \$3K+ on Foreign Vacations Last 12 Mo	179	5.6%	58
Used General Travel Site: Foreign Trip Last 3 Yrs	104	3.2%	60
Spent Night at Hotel or Motel Last 12 Mo	1,669	52.0%	95
Took Cruise of More Than One Day Last 3 Yrs	179	5.6%	63
Member of Frequent Flyer Program	503	15.7%	57
Member of Hotel Rewards Program	839	26.1%	89

**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


Neligh, Nebraska



Drive time band: 15 - 30 minute radius

Demographic Summary		2025	2030
Population		7,565	7,518
Population 18+		5,773	5,823
Households		3,018	2,981
Median Household Income		\$75,276	\$81,590
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	3,765	65.2%	103
Bought Women`s Clothing Last 12 Mo	3,006	52.1%	100
Bought Shoes Last 12 Mo	4,414	76.5%	101
Bought Fine Jewelry Last 12 Mo	1,065	18.4%	84
Bought Watch Last 12 Mo	654	11.3%	88
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	2,860	94.8%	106
HH Bought or Leased New Vehicle Last 12 Mo	226	7.5%	88
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	5,467	94.7%	106
Bought or Changed Motor Oil Last 12 Mo	3,661	63.4%	117
Had Vehicle Tune-Up Last 12 Mo	1,216	21.1%	92
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	2,259	39.1%	103
Drank Beer or Ale Last 6 Mo	2,130	36.9%	99

**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	540	9.3%	110
Own Digital SLR Camera or Camcorder	511	8.8%	91
Printed Digital Photos Last 12 Mo	1,509	26.1%	105
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	1,926	33.4%	97
Have a Smartphone	5,374	93.1%	99
Have Android Phone (Any Brand) Smartphone	2,561	44.4%	118
Have Apple iPhone Smartphone	2,878	49.9%	85
HH Owns 1 Cell Phone	894	29.6%	99
HH Owns 2 Cell Phones	1,331	44.1%	114
HH Owns 3+ Cell Phones	737	24.4%	85
HH Has Cell Phone Only (No Landline Telephone)	2,266	75.1%	100
Computers (Households)			
HH Owns Computer	2,462	81.6%	98
HH Owns Desktop Computer	1,132	37.5%	101
HH Owns Laptop or Notebook	1,934	64.1%	93
HH Owns Apple or Mac Brand Computer	513	17.0%	68
HH Owns PC or Non-Apple Brand Computer	2,161	71.6%	103
HH Purchased Most Recent Home Computer at Store	1,168	38.7%	110
HH Purchased Most Recent Home Computer Online	749	24.8%	92
HH Spent \$1-499 on Most Recent Home Computer	490	16.2%	125
HH Spent \$500-999 on Most Recent Home Computer	588	19.5%	110
HH Spent \$1K-1499 on Most Recent Home Computer	289	9.6%	86
HH Spent \$1500-1999 on Most Recent Home Computer	83	2.8%	67
HH Spent \$2000+ on Most Recent Home Computer	131	4.3%	69

**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	4,252	73.7%	112
Bought Brewed Coffee at Convenience Store Last 30 Days	857	14.8%	118
Bought Cigarettes at Convenience Store Last 30 Days	465	8.1%	141
Bought Gas at Convenience Store Last 30 Days	3,018	52.3%	128
Spent \$1-19 at Convenience Store Last 30 Days	289	5.0%	79
Spent \$20-39 at Convenience Store Last 30 Days	407	7.0%	87
Spent \$40-50 at Convenience Store Last 30 Days	388	6.7%	106
Spent \$51-99 at Convenience Store Last 30 Days	318	5.5%	103
Spent \$100+ at Convenience Store Last 30 Days	1,989	34.5%	140
Entertainment (Adults)			
Attended Movie Last 6 Mo	2,738	47.4%	89
Went to Live Theater Last 12 Mo	469	8.1%	70
Went to Bar or Night Club Last 12 Mo	1,089	18.9%	97
Dined Out Last 12 Mo	3,411	59.1%	105
Gambled at Casino Last 12 Mo	699	12.1%	94
Visited Theme Park Last 12 Mo	695	12.0%	64
Viewed Movie (Video-on-Demand) Last 30 Days	303	5.3%	64
Viewed TV Show (Video-on-Demand) Last 30 Days	157	2.7%	50
Used Internet to Download Movie Last 30 Days	220	3.8%	56
Downloaded Individual Song Last 6 Mo	940	16.3%	90
Used Internet to Watch Movie Last 30 Days	1,602	27.8%	79
Used Internet to Watch TV Program Last 30 Days	1,088	18.9%	83
Played (Console) Video or Electronic Game Last 12 Mo	700	12.1%	95
Played (Portable) Video or Electronic Game Last 12 Mo	336	5.8%	80

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	2,041	35.4%	100
Used ATM or Cash Machine Last 12 Mo	3,378	58.5%	96
Own Any Stock	679	11.8%	86
Own U.S. Savings Bonds	453	7.8%	105
Own Shares in Mutual Fund (Stocks)	723	12.5%	104
Own Shares in Mutual Fund (Bonds)	446	7.7%	101
Have Interest Checking Account	2,399	41.6%	111
Have Non-Interest Checking Account	2,349	40.7%	112
Have Savings Account	4,289	74.3%	104
Have 401(k) Retirement Savings Plan	1,384	24.0%	99
Own or Used Any Credit or Debit Card Last 12 Mo	5,335	92.4%	100
Avg \$1-110 Monthly Credit Card Expenditures	1,221	21.1%	108
Avg \$111-225 Monthly Credit Card Expenditures	598	10.4%	84
Avg \$226-450 Monthly Credit Card Expenditures	524	9.1%	108
Avg \$451-700 Monthly Credit Card Expenditures	478	8.3%	95
Avg \$701-1000 Monthly Credit Card Expenditures	390	6.8%	87
Avg \$1001-2000 Monthly Credit Card Expenditures	674	11.7%	101
Avg \$2001+ Monthly Credit Card Expenditures	589	10.2%	76
Did Online Banking Last 12 Mo	3,126	54.1%	97
Did Mobile Device Banking Last 12 Mo	2,607	45.2%	92
Grocery (Adults)			
HH Used Bread Last 6 Mo	2,890	95.8%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	2,376	78.7%	103
HH Used Turkey (Fresh or Frozen) Last 6 Mo	672	22.3%	111
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	1,605	53.2%	93
HH Used Fresh Fruit or Vegetables Last 6 Mo	2,767	91.7%	101
HH Used Fresh Milk Last 6 Mo	2,652	87.9%	107
HH Used Organic Food Last 6 Mo	515	17.1%	69


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	2,496	43.2%	94
Exercise at Club 2+ Times Per Week	471	8.2%	61
Visited Doctor Last 12 Mo	4,659	80.7%	101
Used Vitamins or Dietary Supplements Last 6 Mo	3,788	65.6%	101
Home (Households)			
HH Did Home Improvement Last 12 Mo	1,253	41.5%	122
HH Used Maid/Prof Cleaning Srvs (Incl Furn/Carpet) Last 12 Mo	953	31.6%	93
HH Purchased Low Ticket HH Furnishing Last 12 Mo	628	20.8%	99
HH Purchased Big Ticket HH Furnishing Last 12 Mo	673	22.3%	93
HH Bought Small Kitchen Appliance Last 12 Mo	641	21.2%	93
HH Purchased Large Appliance/12 Mo	550	18.2%	102
Insurance (Adults/Households)			
Currently Carry Life Insurance	3,334	57.8%	114
Personally Carry Any Medical or Hospital or Accident Insurance	5,116	88.6%	105
Homeowner Carries Insurance on Home/Personal Property	4,182	72.4%	123
Renter Carries Insurance on Home/Personal Property	537	9.3%	70
HH Has 1 Vehicle Covered with Auto Insurance	805	26.7%	83
HH Has 2 Vehicles Covered with Auto Insurance	894	29.6%	96
HH Has 3+ Vehicles Covered with Auto Insurance	1,109	36.8%	145

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	1,937	64.2%	125
HH Owns 1+ Cats	1,092	36.2%	151
HH Owns 1+ Dogs	1,504	49.8%	131
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	589	10.2%	64
Buying American Is Important: 4-Agr Cmpl	2,287	39.6%	145
Buy Based on Quality Not Price: 4-Agr Cmpl	647	11.2%	79
Buy on Credit Rather Than Wait: 4-Agr Cmpl	634	11.0%	89
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	614	10.6%	107
Will Pay More for Environ Safe Products: 4-Agr Cmpl	418	7.2%	66
Buy Based on Price Not Brands: 4-Agr Cmpl	1,743	30.2%	111
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	130	2.3%	57
Reading (Adults)			
Bought Digital Book Last 12 Mo	872	15.1%	85
Bought Hardcover Book Last 12 Mo	1,445	25.0%	97
Bought Paperback Book Last 12 Mo	1,763	30.5%	90
Read Daily Newspaper (Paper Version)	558	9.7%	138
Read Digital Newspaper Last 30 Days	2,317	40.1%	74
Read Magazine (Paper or Electronic Version) Last 6 Mo	4,710	81.6%	94

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

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	4,155	72.0%	99
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	1,322	22.9%	94
Went to Fast Food or Drive-In Restaurant Last 6 Mo	5,289	91.6%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	2,050	35.5%	89
Ordered Eat-In Fast Food Last 6 Mo	2,144	37.1%	112
Ordered Home Delivery Fast Food Last 6 Mo	447	7.7%	63
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	3,116	54.0%	111
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	1,073	18.6%	81
Television & Electronics (Adults/Households)			
Own Tablet	2,931	50.8%	90
Own E-Reader	713	12.3%	75
Own E-Reader or Tablet: Apple iPad	1,643	28.5%	78
HH Owns Internet Connectable TV	1,293	42.8%	103
Own Portable MP3 Player	477	8.3%	108
HH Owns 1 TV	513	17.0%	86
HH Owns 2 TVs	852	28.2%	102
HH Owns 3 TVs	699	23.2%	105
HH Owns 4+ TVs	760	25.2%	115
HH Subscribes to Cable TV	615	20.4%	72
HH Subscribes to Fiber Optic TV	21	0.7%	21
HH Owns Portable GPS Device	645	21.4%	129
HH Purchased Video Game System Last 12 Mo	110	3.6%	52
HH Owns Internet Video Device for TV	1,571	52.0%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	3,506	60.7%	98
Took 3+ Domestic Non-Business Trips Last 12 Mo	939	16.3%	89
Spent \$1-999 on Domestic Vacations Last 12 Mo	680	11.8%	107
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	413	7.2%	103
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	276	4.8%	100
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	396	6.9%	122
Spent \$3K+ on Domestic Vacations Last 12 Mo	563	9.8%	82
Used Internet Travel Site for Domestic Trip Last 12 Mo	318	5.5%	86
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	1,154	20.0%	66
Took 3+ Foreign Trips by Plane Last 3 Yrs	144	2.5%	45
Spent \$1-999 on Foreign Vacations Last 12 Mo	188	3.3%	77
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	159	2.8%	64
Spent \$3K+ on Foreign Vacations Last 12 Mo	334	5.8%	60
Used General Travel Site: Foreign Trip Last 3 Yrs	183	3.2%	59
Spent Night at Hotel or Motel Last 12 Mo	3,058	53.0%	97
Took Cruise of More Than One Day Last 3 Yrs	334	5.8%	66
Member of Frequent Flyer Program	953	16.5%	60
Member of Hotel Rewards Program	1,549	26.8%	91

**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


Neligh, Nebraska



Drive time band: 30 - 60 minute radius

Demographic Summary		2025	2030
Population		68,781	68,959
Population 18+		52,629	53,416
Households		27,526	27,473
Median Household Income		\$73,576	\$80,288
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	34,074	64.7%	102
Bought Women`s Clothing Last 12 Mo	27,590	52.4%	100
Bought Shoes Last 12 Mo	40,294	76.6%	101
Bought Fine Jewelry Last 12 Mo	10,379	19.7%	90
Bought Watch Last 12 Mo	6,198	11.8%	92
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	25,706	93.4%	104
HH Bought or Leased New Vehicle Last 12 Mo	2,122	7.7%	91
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	49,129	93.3%	105
Bought or Changed Motor Oil Last 12 Mo	31,636	60.1%	111
Had Vehicle Tune-Up Last 12 Mo	11,426	21.7%	94
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	20,786	39.5%	104
Drank Beer or Ale Last 6 Mo	19,533	37.1%	100

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

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

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	4,760	9.0%	106
Own Digital SLR Camera or Camcorder	4,694	8.9%	92
Printed Digital Photos Last 12 Mo	13,562	25.8%	103
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	17,849	33.9%	98
Have a Smartphone	49,425	93.9%	100
Have Android Phone (Any Brand) Smartphone	22,602	43.0%	114
Have Apple iPhone Smartphone	27,647	52.5%	90
HH Owns 1 Cell Phone	8,415	30.6%	102
HH Owns 2 Cell Phones	11,498	41.8%	108
HH Owns 3+ Cell Phones	7,085	25.7%	89
HH Has Cell Phone Only (No Landline Telephone)	21,135	76.8%	102
Computers (Households)			
HH Owns Computer	22,538	81.9%	99
HH Owns Desktop Computer	10,278	37.3%	100
HH Owns Laptop or Notebook	18,144	65.9%	96
HH Owns Apple or Mac Brand Computer	5,221	19.0%	76
HH Owns PC or Non-Apple Brand Computer	19,604	71.2%	103
HH Purchased Most Recent Home Computer at Store	10,245	37.2%	106
HH Purchased Most Recent Home Computer Online	7,011	25.5%	94
HH Spent \$1-499 on Most Recent Home Computer	4,215	15.3%	118
HH Spent \$500-999 on Most Recent Home Computer	5,211	18.9%	107
HH Spent \$1K-1499 on Most Recent Home Computer	2,729	9.9%	89
HH Spent \$1500-1999 on Most Recent Home Computer	866	3.1%	77
HH Spent \$2000+ on Most Recent Home Computer	1,386	5.0%	80

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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	37,905	72.0%	109
Bought Brewed Coffee at Convenience Store Last 30 Days	7,463	14.2%	113
Bought Cigarettes at Convenience Store Last 30 Days	3,950	7.5%	131
Bought Gas at Convenience Store Last 30 Days	26,057	49.5%	121
Spent \$1-19 at Convenience Store Last 30 Days	2,960	5.6%	89
Spent \$20-39 at Convenience Store Last 30 Days	4,065	7.7%	96
Spent \$40-50 at Convenience Store Last 30 Days	3,415	6.5%	103
Spent \$51-99 at Convenience Store Last 30 Days	3,004	5.7%	107
Spent \$100+ at Convenience Store Last 30 Days	16,435	31.2%	127
Entertainment (Adults)			
Attended Movie Last 6 Mo	26,297	50.0%	94
Went to Live Theater Last 12 Mo	5,162	9.8%	84
Went to Bar or Night Club Last 12 Mo	10,198	19.4%	100
Dined Out Last 12 Mo	30,446	57.9%	103
Gambled at Casino Last 12 Mo	6,471	12.3%	96
Visited Theme Park Last 12 Mo	7,395	14.1%	75
Viewed Movie (Video-on-Demand) Last 30 Days	3,176	6.0%	74
Viewed TV Show (Video-on-Demand) Last 30 Days	1,945	3.7%	67
Used Internet to Download Movie Last 30 Days	2,642	5.0%	74
Downloaded Individual Song Last 6 Mo	8,831	16.8%	92
Used Internet to Watch Movie Last 30 Days	16,081	30.6%	87
Used Internet to Watch TV Program Last 30 Days	10,815	20.6%	91
Played (Console) Video or Electronic Game Last 12 Mo	6,805	12.9%	101
Played (Portable) Video or Electronic Game Last 12 Mo	3,518	6.7%	92

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	18,811	35.7%	101
Used ATM or Cash Machine Last 12 Mo	31,380	59.6%	98
Own Any Stock	6,282	11.9%	87
Own U.S. Savings Bonds	4,009	7.6%	102
Own Shares in Mutual Fund (Stocks)	6,245	11.9%	99
Own Shares in Mutual Fund (Bonds)	3,961	7.5%	98
Have Interest Checking Account	20,969	39.8%	106
Have Non-Interest Checking Account	20,734	39.4%	109
Have Savings Account	38,772	73.7%	103
Have 401(k) Retirement Savings Plan	12,906	24.5%	101
Own or Used Any Credit or Debit Card Last 12 Mo	48,691	92.5%	100
Avg \$1-110 Monthly Credit Card Expenditures	11,151	21.2%	108
Avg \$111-225 Monthly Credit Card Expenditures	5,800	11.0%	90
Avg \$226-450 Monthly Credit Card Expenditures	4,720	9.0%	107
Avg \$451-700 Monthly Credit Card Expenditures	4,484	8.5%	98
Avg \$701-1000 Monthly Credit Card Expenditures	3,709	7.0%	90
Avg \$1001-2000 Monthly Credit Card Expenditures	5,942	11.3%	98
Avg \$2001+ Monthly Credit Card Expenditures	5,505	10.5%	78
Did Online Banking Last 12 Mo	29,041	55.2%	99
Did Mobile Device Banking Last 12 Mo	24,976	47.5%	97
Grocery (Adults)			
HH Used Bread Last 6 Mo	26,191	95.2%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	21,360	77.6%	102
HH Used Turkey (Fresh or Frozen) Last 6 Mo	5,940	21.6%	108
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	14,997	54.5%	95
HH Used Fresh Fruit or Vegetables Last 6 Mo	24,935	90.6%	100
HH Used Fresh Milk Last 6 Mo	23,549	85.5%	104
HH Used Organic Food Last 6 Mo	5,296	19.2%	77

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



Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	23,172	44.0%	96
Exercise at Club 2+ Times Per Week	5,344	10.2%	76
Visited Doctor Last 12 Mo	42,333	80.4%	101
Used Vitamins or Dietary Supplements Last 6 Mo	34,222	65.0%	100
Home (Households)			
HH Did Home Improvement Last 12 Mo	10,517	38.2%	113
HH Used Maid/Prof Cleaning Srvs (Incl Furn/Carpet) Last 12 Mo	9,003	32.7%	96
HH Purchased Low Ticket HH Furnishing Last 12 Mo	5,977	21.7%	104
HH Purchased Big Ticket HH Furnishing Last 12 Mo	6,437	23.4%	98
HH Bought Small Kitchen Appliance Last 12 Mo	6,123	22.2%	97
HH Purchased Large Appliance/12 Mo	5,101	18.5%	103
Insurance (Adults/Households)			
Currently Carry Life Insurance	29,060	55.2%	109
Personally Carry Any Medical or Hospital or Accident Insurance	45,969	87.3%	103
Homeowner Carries Insurance on Home/Personal Property	35,197	66.9%	114
Renter Carries Insurance on Home/Personal Property	5,924	11.3%	84
HH Has 1 Vehicle Covered with Auto Insurance	8,205	29.8%	92
HH Has 2 Vehicles Covered with Auto Insurance	8,508	30.9%	101
HH Has 3+ Vehicles Covered with Auto Insurance	8,533	31.0%	122


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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	16,416	59.6%	116
HH Owns 1+ Cats	8,839	32.1%	134
HH Owns 1+ Dogs	12,379	45.0%	118
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	6,559	12.5%	78
Buying American Is Important: 4-Agr Cmpl	18,317	34.8%	127
Buy Based on Quality Not Price: 4-Agr Cmpl	6,500	12.3%	87
Buy on Credit Rather Than Wait: 4-Agr Cmpl	5,850	11.1%	90
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	5,462	10.4%	104
Will Pay More for Environ Safe Products: 4-Agr Cmpl	4,611	8.8%	80
Buy Based on Price Not Brands: 4-Agr Cmpl	15,368	29.2%	107
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	1,536	2.9%	74
Reading (Adults)			
Bought Digital Book Last 12 Mo	8,412	16.0%	90
Bought Hardcover Book Last 12 Mo	13,602	25.9%	100
Bought Paperback Book Last 12 Mo	16,936	32.2%	95
Read Daily Newspaper (Paper Version)	4,325	8.2%	118
Read Digital Newspaper Last 30 Days	23,971	45.5%	84
Read Magazine (Paper or Electronic Version) Last 6 Mo	43,980	83.6%	96

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	38,520	73.2%	101
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	12,558	23.9%	98
Went to Fast Food or Drive-In Restaurant Last 6 Mo	48,561	92.3%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	20,041	38.1%	96
Ordered Eat-In Fast Food Last 6 Mo	18,451	35.1%	105
Ordered Home Delivery Fast Food Last 6 Mo	5,253	10.0%	81
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	28,117	53.4%	110
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	10,702	20.3%	89
Television & Electronics (Adults/Households)			
Own Tablet	27,574	52.4%	93
Own E-Reader	7,435	14.1%	86
Own E-Reader or Tablet: Apple iPad	16,079	30.6%	84
HH Owns Internet Connectable TV	11,736	42.6%	103
Own Portable MP3 Player	4,401	8.4%	109
HH Owns 1 TV	4,879	17.7%	90
HH Owns 2 TVs	7,693	27.9%	101
HH Owns 3 TVs	6,350	23.1%	105
HH Owns 4+ TVs	6,660	24.2%	110
HH Subscribes to Cable TV	6,448	23.4%	83
HH Subscribes to Fiber Optic TV	423	1.5%	47
HH Owns Portable GPS Device	5,429	19.7%	119
HH Purchased Video Game System Last 12 Mo	1,276	4.6%	66
HH Owns Internet Video Device for TV	14,691	53.4%	102

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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	32,045	60.9%	98
Took 3+ Domestic Non-Business Trips Last 12 Mo	8,937	17.0%	93
Spent \$1-999 on Domestic Vacations Last 12 Mo	6,219	11.8%	107
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	3,646	6.9%	100
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	2,428	4.6%	97
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	3,308	6.3%	112
Spent \$3K+ on Domestic Vacations Last 12 Mo	5,448	10.3%	87
Used Internet Travel Site for Domestic Trip Last 12 Mo	2,857	5.4%	85
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	11,782	22.4%	73
Took 3+ Foreign Trips by Plane Last 3 Yrs	1,681	3.2%	58
Spent \$1-999 on Foreign Vacations Last 12 Mo	1,825	3.5%	82
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	1,653	3.1%	73
Spent \$3K+ on Foreign Vacations Last 12 Mo	3,536	6.7%	69
Used General Travel Site: Foreign Trip Last 3 Yrs	1,800	3.4%	64
Spent Night at Hotel or Motel Last 12 Mo	28,154	53.5%	98
Took Cruise of More Than One Day Last 3 Yrs	3,527	6.7%	76
Member of Frequent Flyer Program	10,256	19.5%	71
Member of Hotel Rewards Program	14,314	27.2%	92

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