



Goldenrod Building
141 E 6th St. Fremont, Nebraska

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KEAL ESTATE

Bargains in

FARM LANDS and CITY PROPERTY

Farm Lands and City Property and
Stocks **FOR SALE.**

S. W. BOYD

141 E. 6th St.

Fremont_Daily_Herald_1895_02_27_1



BIG CLEARING SALE

Of Tailor-Made Suits

In order to make room for our Wash Suits we will place on sale **WEDNESDAY, THURSDAY, FRIDAY AND SATURDAY**, our entire line of Tailor-Made Suits at

20 PER CENT DISCOUNT

This is an exceptional offer and should interest every lady that is thinking of buying a suit. Remember, we give you exactly what we advertise. Take advantage of this special offer and secure a strictly up-to-date suit at a mere fraction of its value. All new up-to-the-minute styles, newest fabrics, excellent workmanship, the greatest values ever offered. Come and see for yourself. You'll pronounce them exceptional values.

141-143 E. Sixth



MRS. M. HAVEN'S SUIT HOUSE

Fremont_Tribune_1906_04_18_6

Purpose

THE PROJECT

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

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

*DISCLAIMER:

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

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

Scan the QR code to visit
the HPEP virtual database:

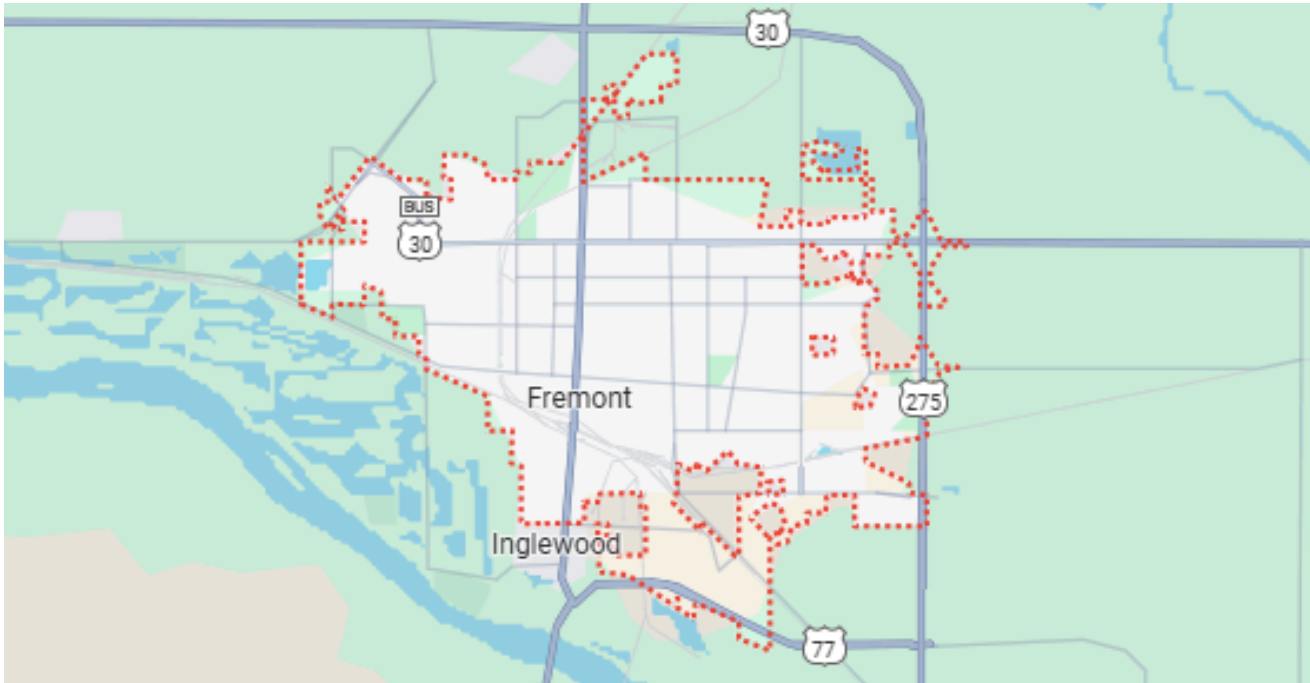


[https://nebraskamainstreet.org/
news-events/2025-hpep/](https://nebraskamainstreet.org/news-events/2025-hpep/)

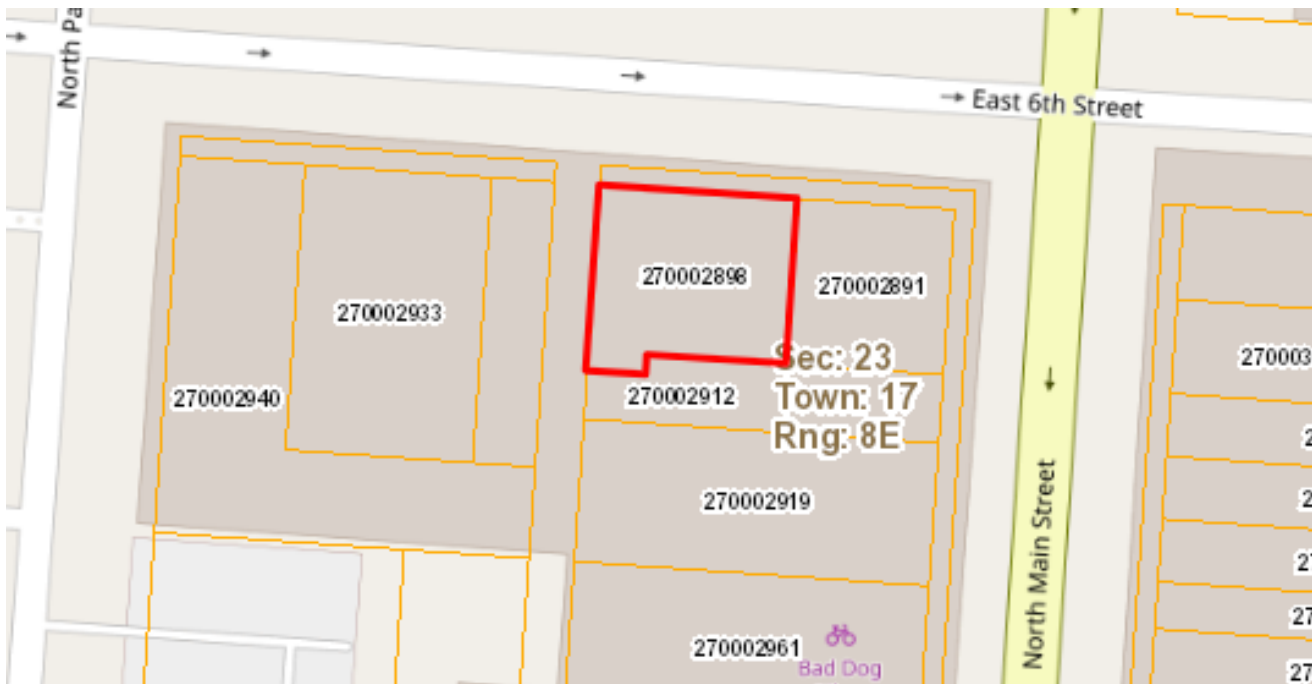


Community Information

FREMONT, NE (GOOGLE MAPS)



BUILDING SITE (DOUGLAS COUNTY GIS)





Oxfords and Low Shoes

ARE ALL THE RAGE NOW. A new line in for the little people in Tan and Black, Patent Leather and Kid. We are offering Special Values in Ladies' Oxfords in Tan and Black at \$2.50 and..... **\$3**

KNOWLES

The Shoe Man

141-143 E. 6th St.

Fremont_Daily_Herald_1908_04_07_4

Spring Footwear



**New Styles in Shoes
and Oxfords coming
in daily. ∴ ∴ ∴**



Walk-Over Shoes & Oxfords

for men and women, in black and tan, prices

\$4.00, \$4.50 and \$5.00

KNOWLES

The Shoe Man

141-143 E. 6th

Fremont_Tribune_1913_04_03_5

Building Information

Community: Fremont, Nebraska
Building Name: Goldrenrod
Parcel ID: 270002898
Site Address: 141-145 E 6th St. Fremont, NE
Owner Name: H Rentals of Fremont LLC
Owner Address: 152 E 6th St Ste 101 Fremont, NE
Tax District Code: 001
Zoning: Commercial
Overlays: N/A
Future Land Use: N/A
Flood Zones: .2% Annaul Chance Flood Hazard
Construction Date: 1888
Latest Remodel: 2025
National Register: Y ☒ N ☐
Date Listed: 1995, District (95000091)
Architectural Style: Commercial Style
Construction Material: Masonry
Value Year: 2025
Building Value: \$241,135
Land Value: \$40,230
Total Value: \$281,365
Lot Size: 4,023 Sq. Ft.
Vacant Square Footage: 2,684 Sq. Ft.
Occupied Square Footage: 1,342 Sq. Ft
Usable Square Footage: 4,026 Sq. Ft.
Total Square Footage: 4,026 Sq. Ft.
Total Floors: 3
Current Use(s): Commercial/Residential
Previous Use(s): Commercial
Previous Use Date: 2024

Building History



Photo 10 of 27 - view looking SE
F.J. Lee & M.J. Havens Bldg (DD05-E-062)
Photo by Robert Kay, 1994, NSHS (9403/53:14)

From National Register Listing 95000091

Based on the information from National Register Listing 95000091 the building now known as “Goldenrod” was known as Francis Ellick/Mandaville Havens Building, built in 1888. At the time of the listing (1995), the windows and transom had been altered.

Based on newspaper articles, the building was home to a shoe store for a many years.



Design Education Service

NEBRASKA MAIN STREET NETWORK

DISCLAIMER:

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DESIGN ASSISTANCE REQUEST FORM

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

SERVICES AVAILABLE

Preservation Consultation

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

Building/Property Design Recommendations

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

Public Space Design Recommendations

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

Programming + Design Planning

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

Signage

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

Other

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

Education Consultation

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

Office Use Only

Date Received _____

Date Approved _____

Payment Received _____

Design Team _____

NEBRASKA MAIN STREET SIGNATURES

Executive Director (Printed): _____

Executive Director (Signed): _____ Date: _____

Email: _____ Phone: _____

APPLICANT INFORMATION

DATE OF REQUEST

Applicant's Name: _____

Main Street City: _____

Main Street Manager: _____

Phone: _____ Email: _____

SCOPE OF WORK



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

Transom

Windows

Cornice Paint

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 | 141 E 6TH | FREMONT



BUILDING INFORMATION

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

Evaluation Date: July 29, 2025

Building Name: Goldrenrod

Building Address/ Location: 141 E 6th St. Fremont, NE

Building Use (current): Commercial/Residential

Building Use (Historically): Commercial

Building Style/ Period: 1900s Commercial Style

Building Materials/ Elements: Brick

CASE STUDY

BUILDING EVALUATION | 141 E 6TH | FREMONT

FACADE CONTINUITY

The façade of this three-story building has been significantly renovated over time. 2/3 of the windows have been infilled with brick and new small scale windows added. 1/3 of the building retains full-height windows. The brick is different colors, the cornice is painted red with signage for building identity, and the cornice is dark.

RECOMMENDATIONS

A challenge to this building would be to attempt some renewed continuity in the storefront. That could include incorporating paint colors from the transom to the cornice to tie the body of the building together.

TRANSOM

The existing transom is infilled and painted dark. The open storefront provides transparency and recessed entries emphasize the pedestrian experience

RECOMMENDATIONS

The transom could be painted a color more sensitive to the building to try to bring some unity between the transom and the body of the building.

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

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CASE STUDY

BUILDING EVALUATION | 141 E 6TH | FREMONT

WINDOWS

2/3 of the windows in the building across the main façade have been infilled with a contrast color brick. New windows, of a much smaller scale have been installed.

RECOMMENDATIONS

Consideration could be given to enlarging the window openings to attempt to more closely match the mass of the neighboring windows. Alternatively the brick infill could be painted a color to more closely match the body of the historic building. Though painting brick is not generally recommended, it could help provide continuity to the storefront.

CORNICE PAINT

The cornice is painted a contrast dark red color with a name block. This is another color that does not coordinate with the rest of the building

RECOMMENDATIONS

The cornice could be painted a color similar to the transom. With both painted the same color, it would contribute to tying the building façade together. An awning could be considered to extend across the façade at an appropriate point to help begin to tie the different surface elements together.

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

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CASE STUDY

BEFORE | 141 E 6TH | FREMONT



GENERAL STATEMENT

The building appears to be in good condition with occupied storefronts. The biggest challenge would be to try to unify the façade. The existing façade has multiple textures, colors, and infill which all read as separate and unique features rather than one unified storefront. This could be done through addition of an awning across the façade and strategic painting,

CASE STUDY

AFTER | 141 E 6TH | FREMONT



GENERAL STATEMENT

The generated image above demonstrates what the building might look like given the suggestions. This version is the most extreme, replacing brick infill with large windows. Additionally, an awning was added and paint is more sensitive to the original building color, making the facade appear to be more continuous.

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.

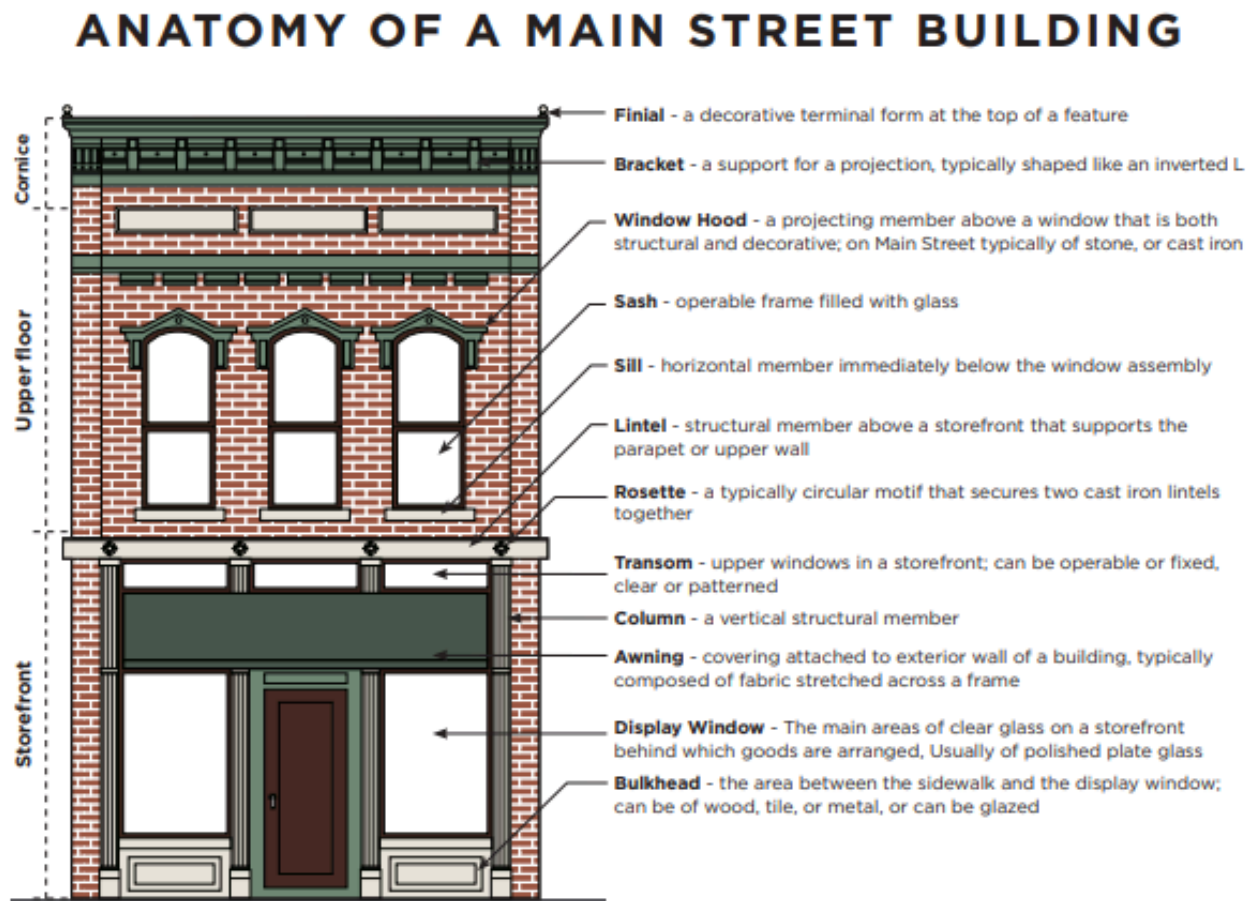
GLOSSARY OF TERMS

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.



THOUSANDS OF DOLLARS SPENT FOR CLEAN MILK

Sunbeam Dairy Has A Complete Sanitation System

Ten thousand dollars to safeguard the health and interest of customers is the investment which has been made by the Sunbeam Dairy, of which Dan Dugan is proprietor, in the installation of the most complete pasteurization and sterilization systems. In the dairy the milk from 35 farms in the vicinity of Fremont is gathered to be thoroughly strained and pasteurized to be delivered to many customers, all of them residing in this city.

Mr. Dugan, in furnishing his complete plant in the Goldenrod Creamery building, is following out the "better milk, better health" program which is being launched nationally. He has studied dairying methods, sanitation, and the effect on health and has used the results of his observations in his complete plant.

The Sunbeam Dairy is one of Fremont's extensive industries and has for its business the sale of milk, cream and cottage cheese. Nine persons are employed and the milk from cows on 35 farms is purchased, all the money going to families in and around Fremont.

Thoroughly Strained

Every farmer furnishing milk to the Sunbeam Dairy must first strain the milk through a thick cotton strainer. These are furnished the farmers by the dairy. This practically insures clean milk, but further steps are taken when the milk is brought into the dairy. After being pasteurized the heated milk is placed into a sanitary pressure system and is forced through three heavy thicknesses of straining cloth, which is certain to take out any sediment which might remain in the milk.

From the time it is pasteurized until it is placed in bottles the milk cannot be touched by a human hand, as all the work is done by machinery.

Mr. Dugan yesterday showed the results of this sanitation method. He picked bottle after bottle after bottle of milk out of a case at the plant and in not one could any specks of dirt be seen.

Sterilize Bottles

Not only in the handling of the milk, but also in handling of bottles, is care taken. Each bottle returned to the plant goes through a sterilization machine, the final stage of which is the rinsing in water heated to 210 degrees. This offers a complete safeguard against any possibility that disease germs might be carried in the bottles.

Mr. Dugan, who had extensive experience in the dairy business in

1940

1961

"Growing With Fremont ..."

Now In Our
New, All-Modern
Location, in the
Krasne Bros. Building!



141 E. 6th
FREMONT

Fremont_Tribune_1961_02_27_5

Fremont_Tribune_1926_12_07_10

Census Data

Census Profile: https://data.census.gov/profile/Fremont_city,_Nebraska?g=160XX00US3117670



Population

27,141



Median Age

37.7



Avg. Family Size

2.99



65+

17.9%



Median Income

\$67,179



Bachelor's Degree or
Higher

21.5%



Employment Rate

64.5%



Households

10,936



Median Rent

\$1,005



Homeownership
Rate

61.4%



Housing Units

11,398



Vacant Housing
Units

696

ESRI Data: 68025

Tapestry Segmentation: See in Appendix

24.75% Traditional Living

17.16% Rustbelt Traditions

12.43% Comfortable Empty Nesters

Annual Spending Habits



Credit Debt

\$2,211



Medical Insurance

\$4,026



Apparel

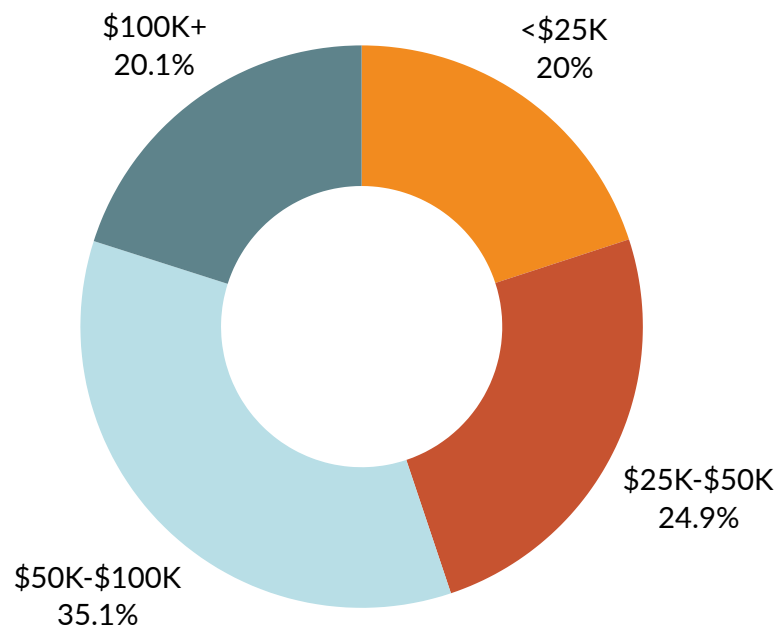
\$1,792



Entertainment

\$3,102

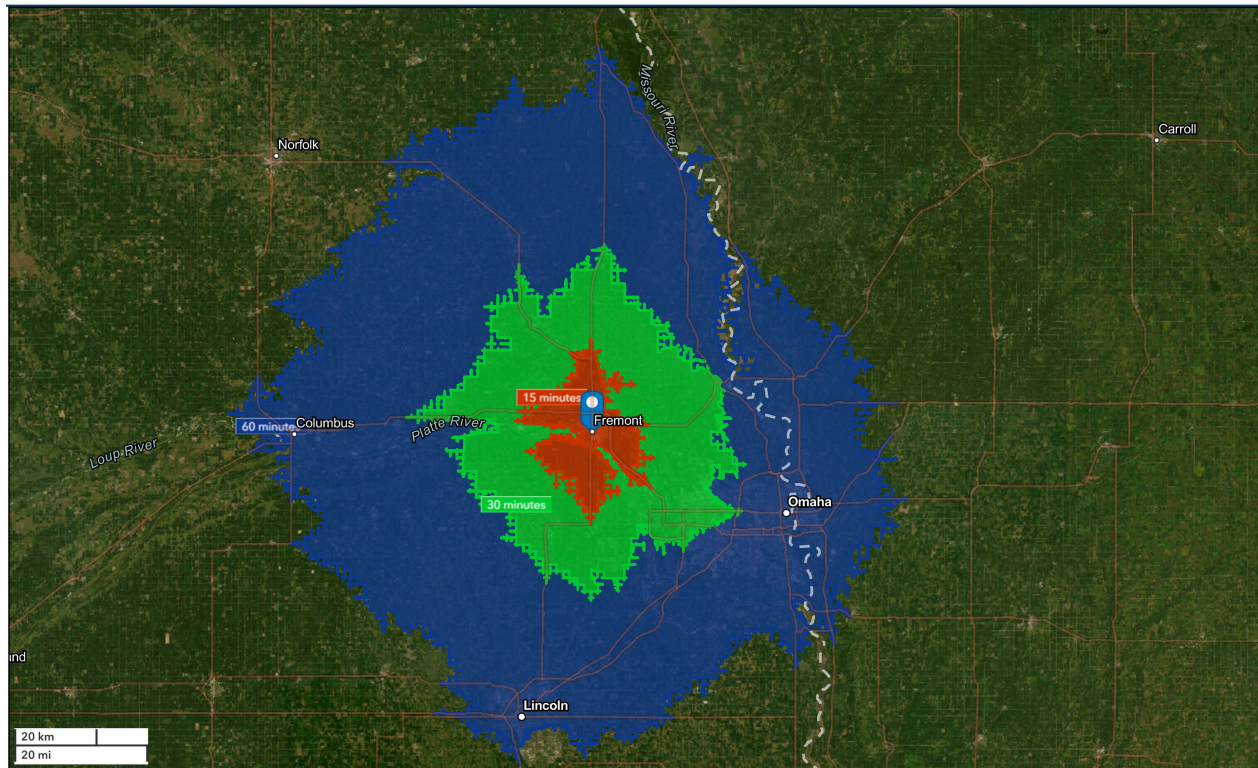
Disposable Income



ESRI Market Reports



Fremont 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)

126

Bought Cigarettes at a C-Store
in Last 30 Days

Highest SPI (0-15 min)

99

Motor Vehicles and Parts-
Other

2nd Highest MPI (0-15 min)

125

HH owns 1+ Cats

2nd Highest SPI (15-30 min)

159

Building Materials and Supplies
Dealers

Summary

Based on the market data — specifically the *Retail Demand by Industry Report* — the highest demand is concentrated within the 15–30-minute trade area. In this radius, nearly all SPIs are in the 140–150 range, indicating a strong need for a variety of industries highlighted in the report (see Appendix).

Downtown Fremont can capitalize on this demand by both promoting existing businesses that already align with these needs and by creating space for industries projected to grow in demand.

Additionally, addressing the 696 vacant housing units — particularly in Downtown Fremont — could help ensure a consistent customer base for local businesses. Activating these units would also enable full use of multi-story buildings. With a median rent of approximately \$1,005 per month, each unit also represents potential revenue for property owners.

New gift shop opens Dec. 5

Grand opening for a new Fremont gift shop has been rescheduled for 9:45 a.m. Dec. 5.

Ceremonies originally were scheduled for this morning at Bazaar, 141 E. Sixth St.

The grand opening will follow the Chamber of Commerce coffee rendezvous at Lazy G Western Shop next Friday, which begins at 8:30 a.m.

Fremont_Tribune_1975_11_29_3

10 DAY SALE!

See How Far Your \$\$ Goes
At The BAZAAR!

SUPER STONEWARE SALE

30% Off on Selected Stoneware Items

Reg. \$12.00 NOW \$8.40

Reg. \$8.50 NOW \$5.85

Reg. \$28.99 NOW \$20.29

Even More SAVINGS on finest quality
Stoneware pots.

141 E. 6th
Downtown Fremont

The
Bazaar

SALE
GOOD
THRU
MONDAY
FEB. 2

Fremont_Tribune_1976_01_23_3 31

Summary/Action Steps

Summary

The Goldenrod Building is currently being renovated into apartments, creating an opportunity to expand Fremont's housing options. Funding opportunities listed in the resources section—particularly the Department of Economic Development's housing grants—could support the development of future units.

While the existing storefront is functional, the Design Education recommendations offer ideas for enhancing its appearance, and local storefront grants may also help fund a façade redesign. With nearly 30% of Fremont's residents renting, the addition of apartments will meaningfully increase the city's rental housing stock. However, the presence of 696 vacant housing units highlights the importance of thoughtful planning to ensure these new apartments meet demand and contribute to long-term community growth.

Action Steps

1. Continue renovations to convert the building into apartments that expand Fremont's rental housing options.
2. Explore funding through the Department of Economic Development's housing grants to support future unit development.
3. Consider Design Education recommendations to improve the storefront's appearance and functionality.
4. Apply for local storefront grants to help finance a façade redesign.
5. Align new apartment development with local housing needs, taking into account Fremont's 30% renter population and 696 vacant housing units.

• H. J. LEE •



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

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

*** Disclaimer: The information and legal descriptions in this report are NOT to be used on legal documents.**

Parcel Information	
Parcel ID	270002898
Links	Photo #1 Sketch #1
Area #	
Current Owner	H RENTALS OF FREMONT LLC
Mailing Address	152 E 6TH ST STE 101 FREMONT, NE 68025-5092
Situs Address	141-145 E 6TH ST
Tax District	001
School District	510 (27-0001 FREMONT)
Legal Description	LOT 2R REPLAT OF PT LOTS 1-2 BLK 143
Lot Width	N/A
Lot Depth	N/A
Total Lot Size	4,023 sq. ft
Class	Commercial

Current Value Information			
Land Value	Dwelling Value	Outbuilding Value	Total Value
\$40,230	\$0	\$241,135	\$281,365

Prior Year Value Information				
Year	Land Value	Dwelling Value	Outbuilding Value	Total Value
2024	\$32,184	\$0	\$225,718	\$257,902
2023	\$18,050	\$0	\$181,993	\$200,043
2022	\$18,050	\$0	\$159,123	\$177,173
2021	\$14,841	\$0	\$116,734	\$131,575
2020	\$14,841	\$0	\$119,241	\$134,082

Yearly Tax Information		
Year	Amount	Levy
2024	\$3,187.92	1.559746
2023	\$3,378.70	1.800281
2022	\$3,168.84	1.895139

Sales Information					
Sale Date	Sale Price	Book & Page	Seller	Buyer	Other Parcels
6/8/2023	\$276,000.00	2023 / 02268	ANDRAL LLC	H RENTALS OF FREMONT LLC	
9/1/2017	\$160,000.00	2017 / 4258	O'CONNOR, VINCENT JR & KERSTEN	POULAS, JEFFERY J & JENNIFER R	

Land Information		
<u>Lot Basis</u>	<u>Square Feet</u>	<u>Acres</u>
Tiered SF	4,023	0.09

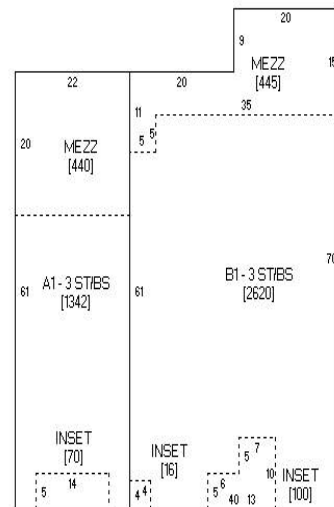
Commercial Building Information	
<u>Occupancy Code</u>	201 (Store - Retail Small)
<u>Label</u>	B1 - 3 ST/BS
<u>Base Area</u>	2,620
<u>Year Built</u>	1900

Adjustments		
<u>Description</u>	<u>Quantity</u>	<u>Range</u>
Mezzanine - finished(no a/c)	445	Average
Open Unfin. Uppers	7,860	Average

Commercial Building Information	
<u>Occupancy Code</u>	201 (Store - Retail Small)
<u>Label</u>	A1 - 3 ST/BS
<u>Base Area</u>	1,342
<u>Year Built</u>	1900

Adjustments		
<u>Description</u>	<u>Quantity</u>	<u>Range</u>
Open Unfin. Uppers	1,342	Average
Mezzanine - finished(no a/c)	440	Average
Open Finished Uppers	1,342	Average

Photo





LifeMode Group: Hometown Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: \$39,300

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

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



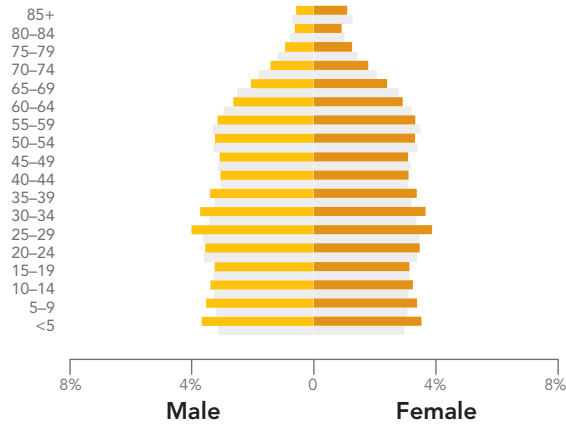
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: 35.5 US: 38.2

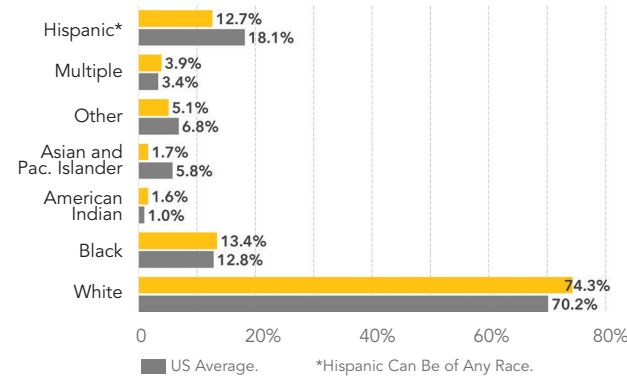
■ Indicates US



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).

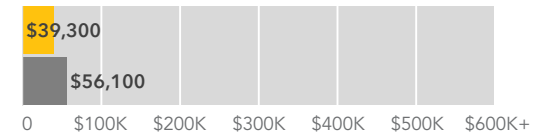
Diversity Index: 55.6 US: 64.0



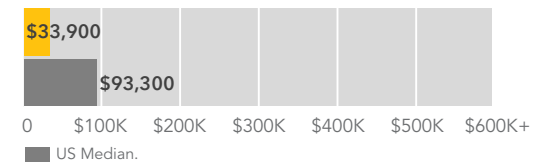
INCOME AND NET WORTH

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

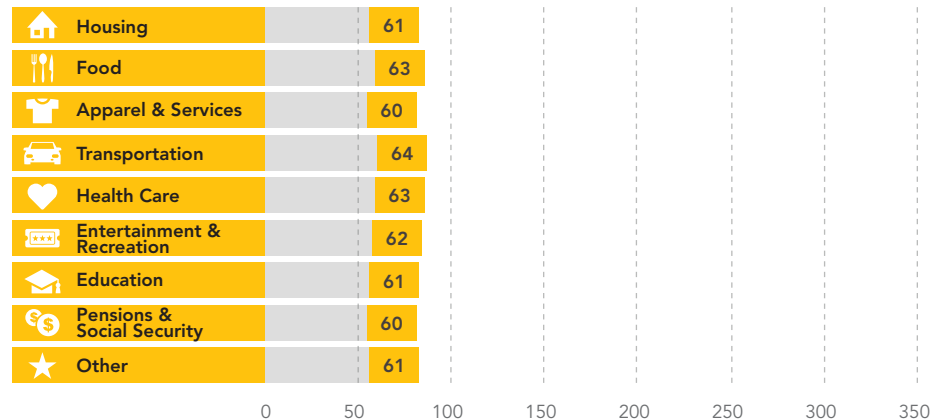


Median Net Worth



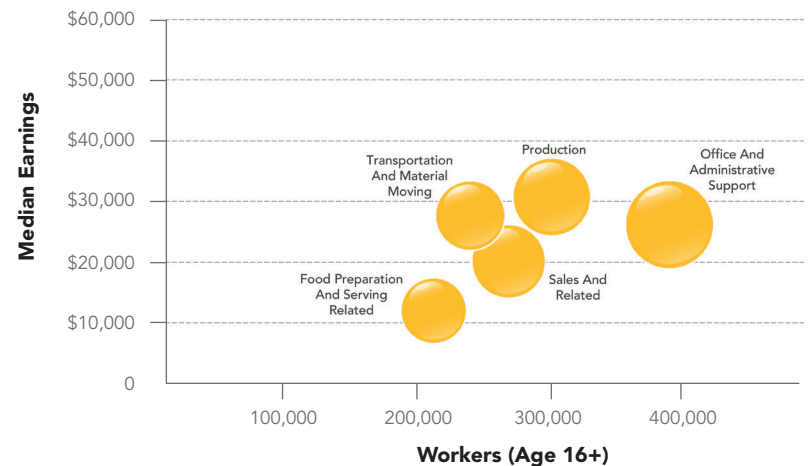
AVERAGE HOUSEHOLD BUDGET INDEX

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.





MARKET PROFILE

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

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

HOUSING

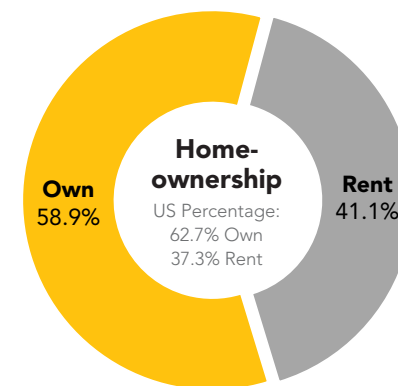
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

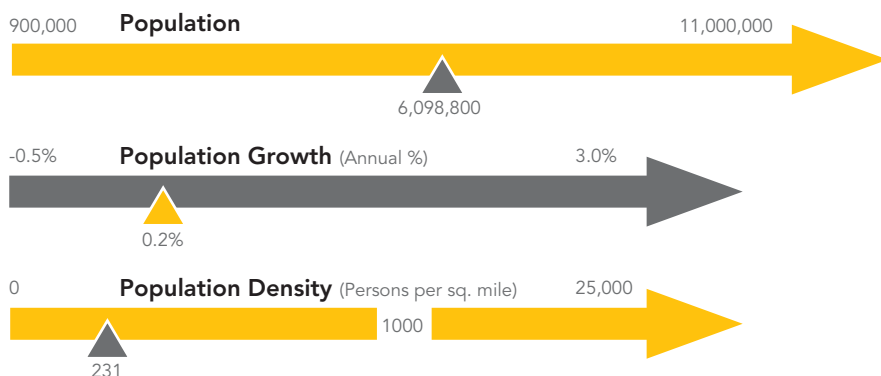
Median Value:
\$83,200

US Median: \$207,300



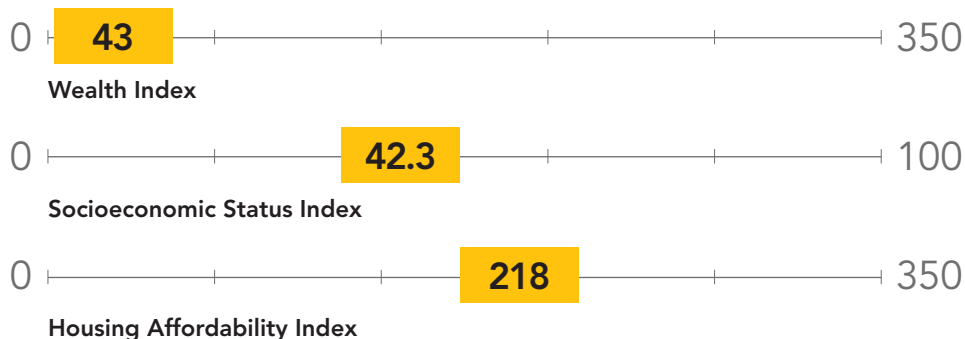
POPULATION CHARACTERISTICS

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



ESRI INDEXES

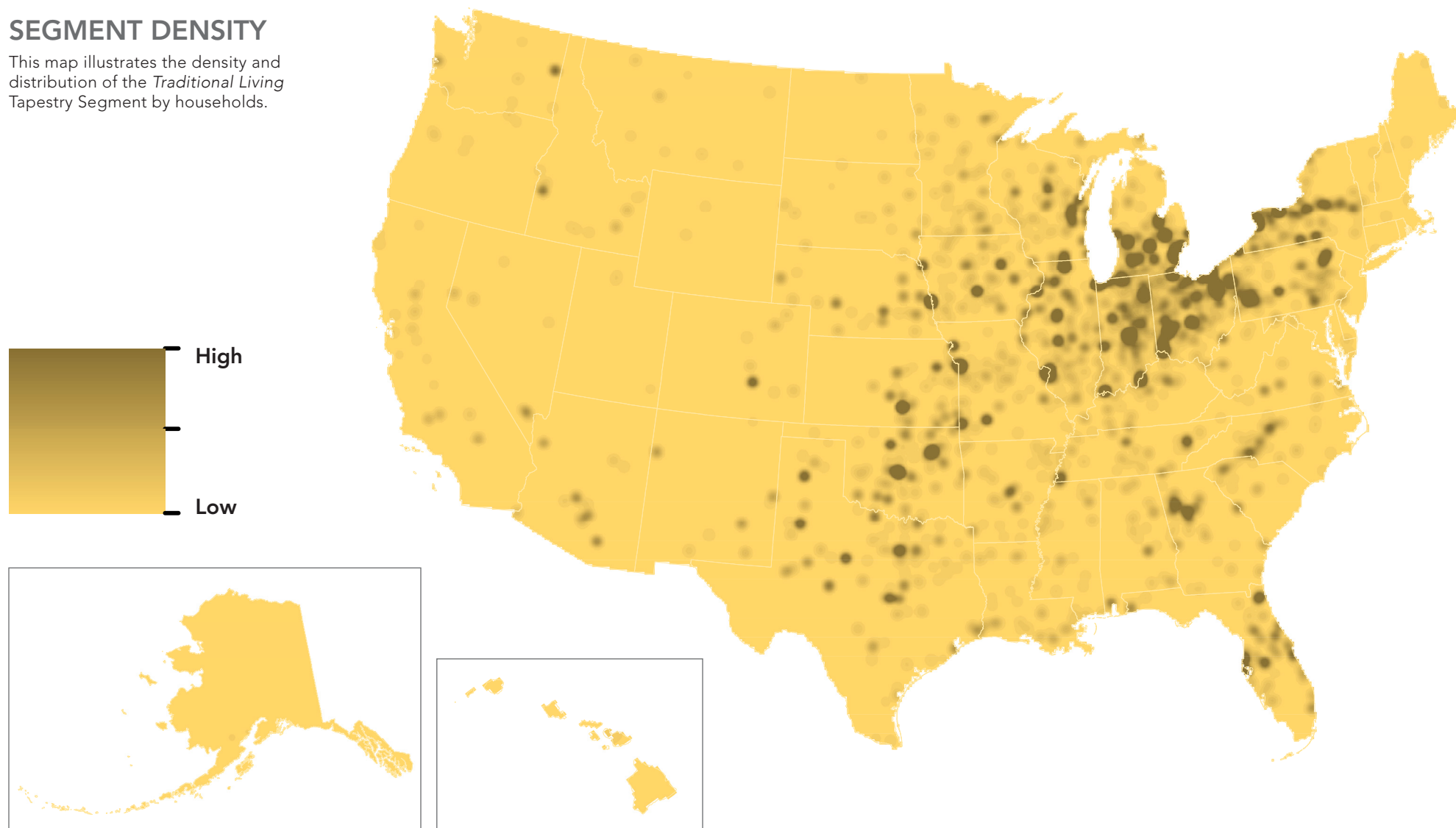
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

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





LifeMode Group: GenXurban

Rustbelt Traditions

5D

Households: 2,716,800

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: \$51,800

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

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



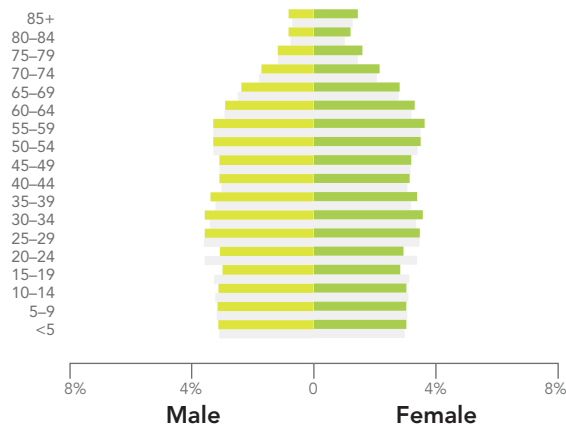
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **39.0** US: 38.2

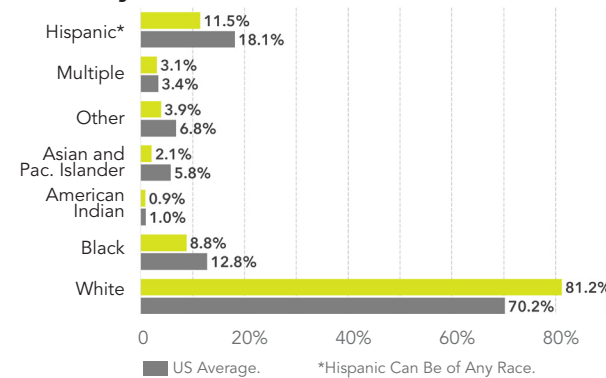
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **46.8** US: 64.0



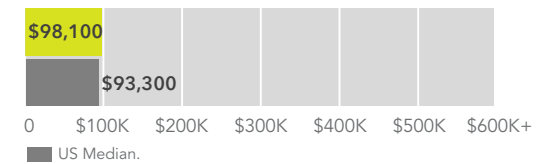
INCOME AND NET WORTH

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

Median Household Income

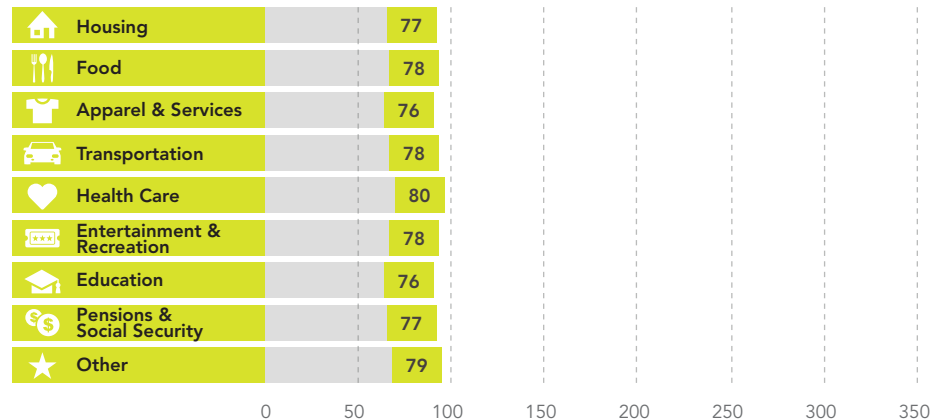


Median Net Worth



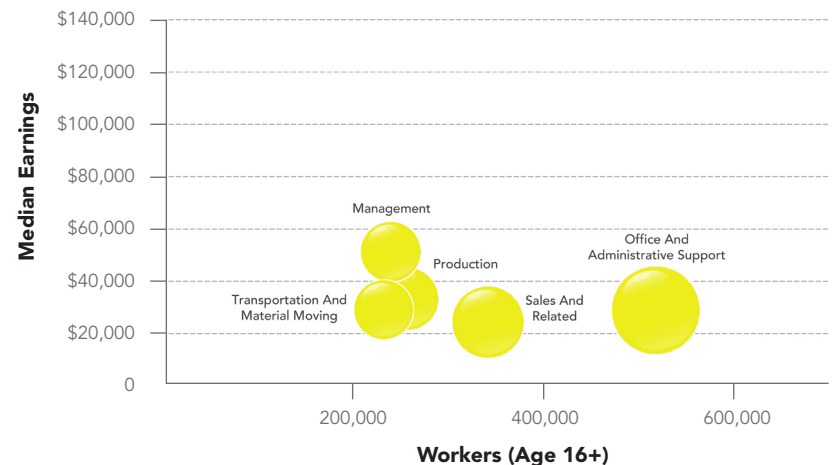
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





LifeMode Group: GenXurban

Rustbelt Traditions



TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE

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

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

HOUSING

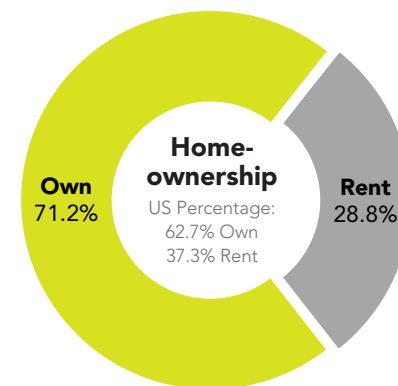
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

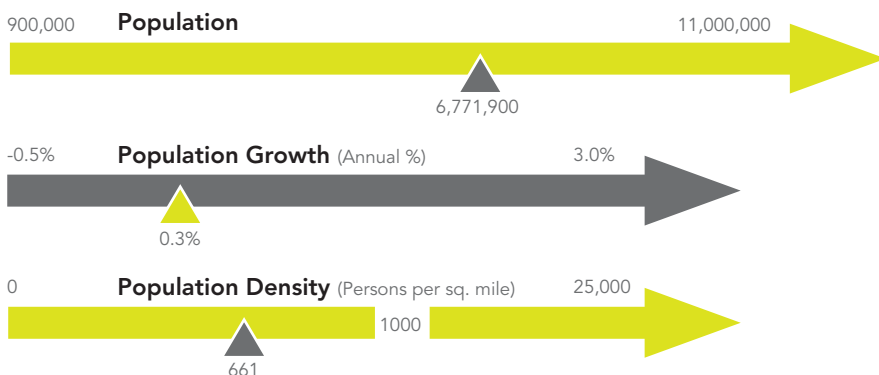
Median Value:
\$123,400

US Median: \$207,300



POPULATION CHARACTERISTICS

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



ESRI INDEXES

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





LifeMode Group: GenXurban

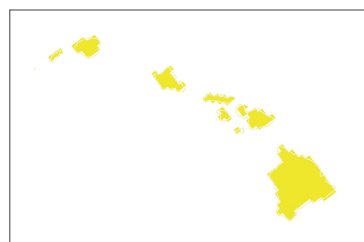
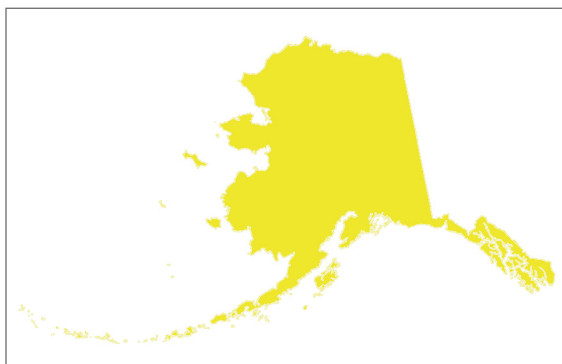
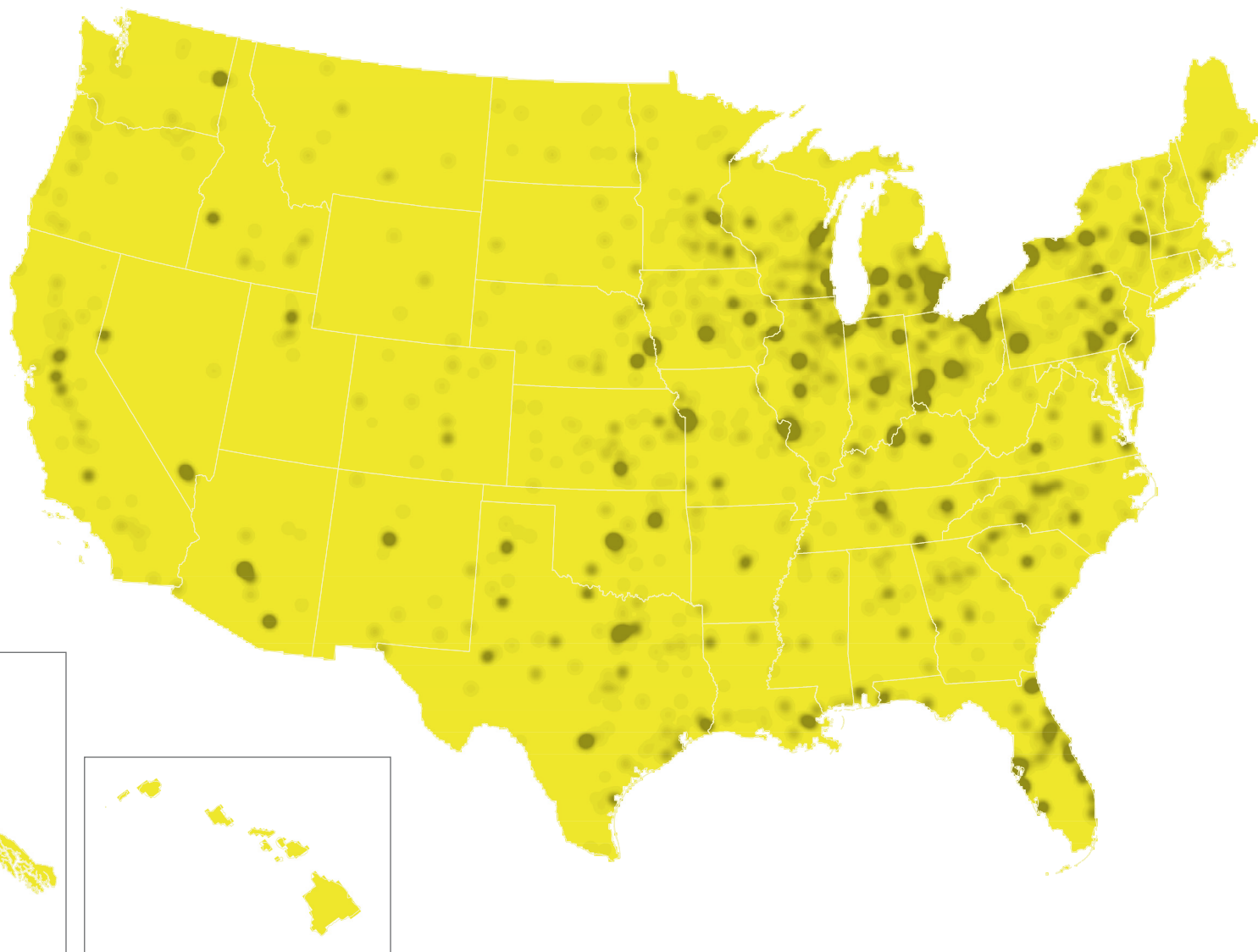
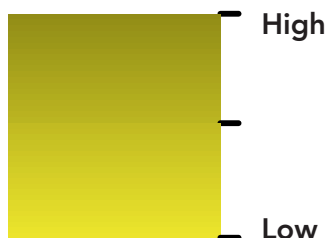
Rustbelt Traditions



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



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THE
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WHERE®



LifeMode Group: GenXurban

Comfortable Empty Nesters

5A

Households: 3,024,200

Average Household Size: 2.52

Median Age: 48.0

Median Household Income: \$75,000

WHO ARE WE?

Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

OUR NEIGHBORHOOD

- Married couples, some with children, but most without (Index 149).
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 131).
- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- *Comfortable Empty Nesters* residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

Comfortable Empty Nesters



AGE BY SEX (Esri data)

Median Age: **48.0** US: 38.2

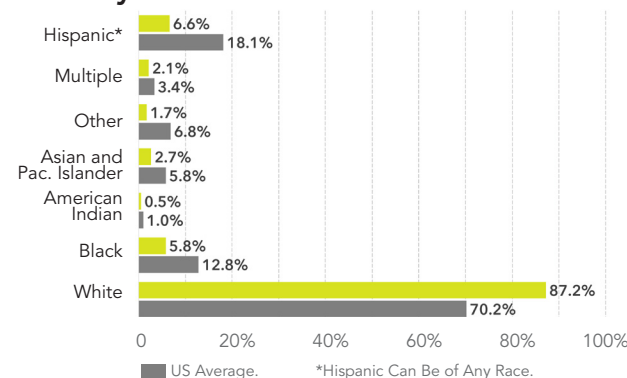
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **33.0** US: 64.0



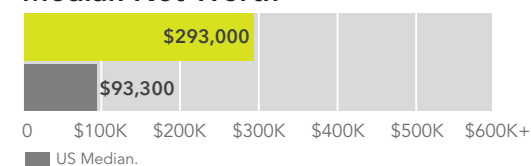
INCOME AND NET WORTH

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

Median Household Income

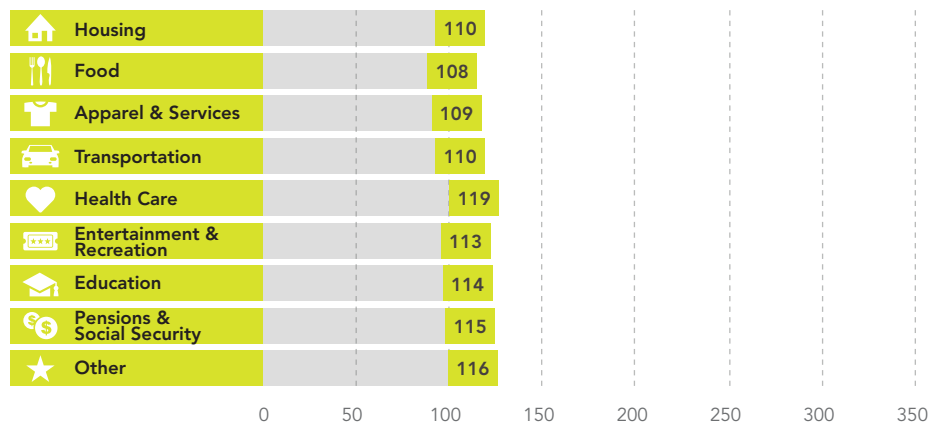


Median Net Worth



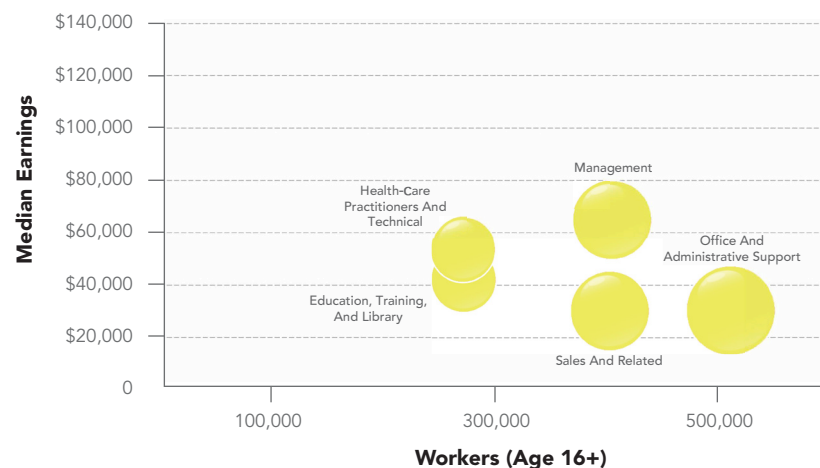
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





MARKET PROFILE

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

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

HOUSING

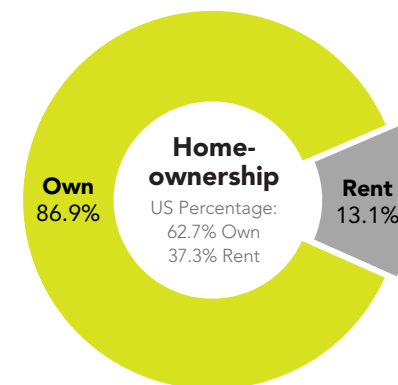
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

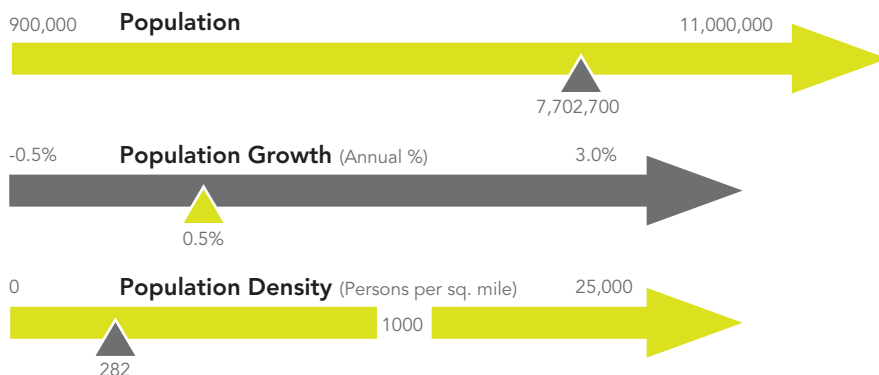
Median Value:
\$203,400

US Median: \$207,300



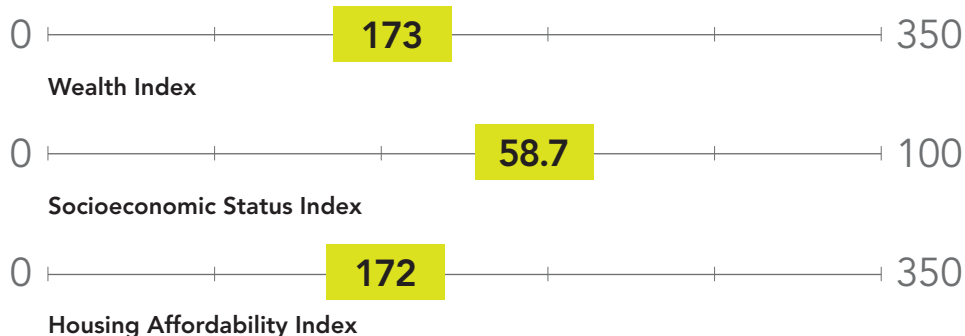
POPULATION CHARACTERISTICS

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



ESRI INDEXES

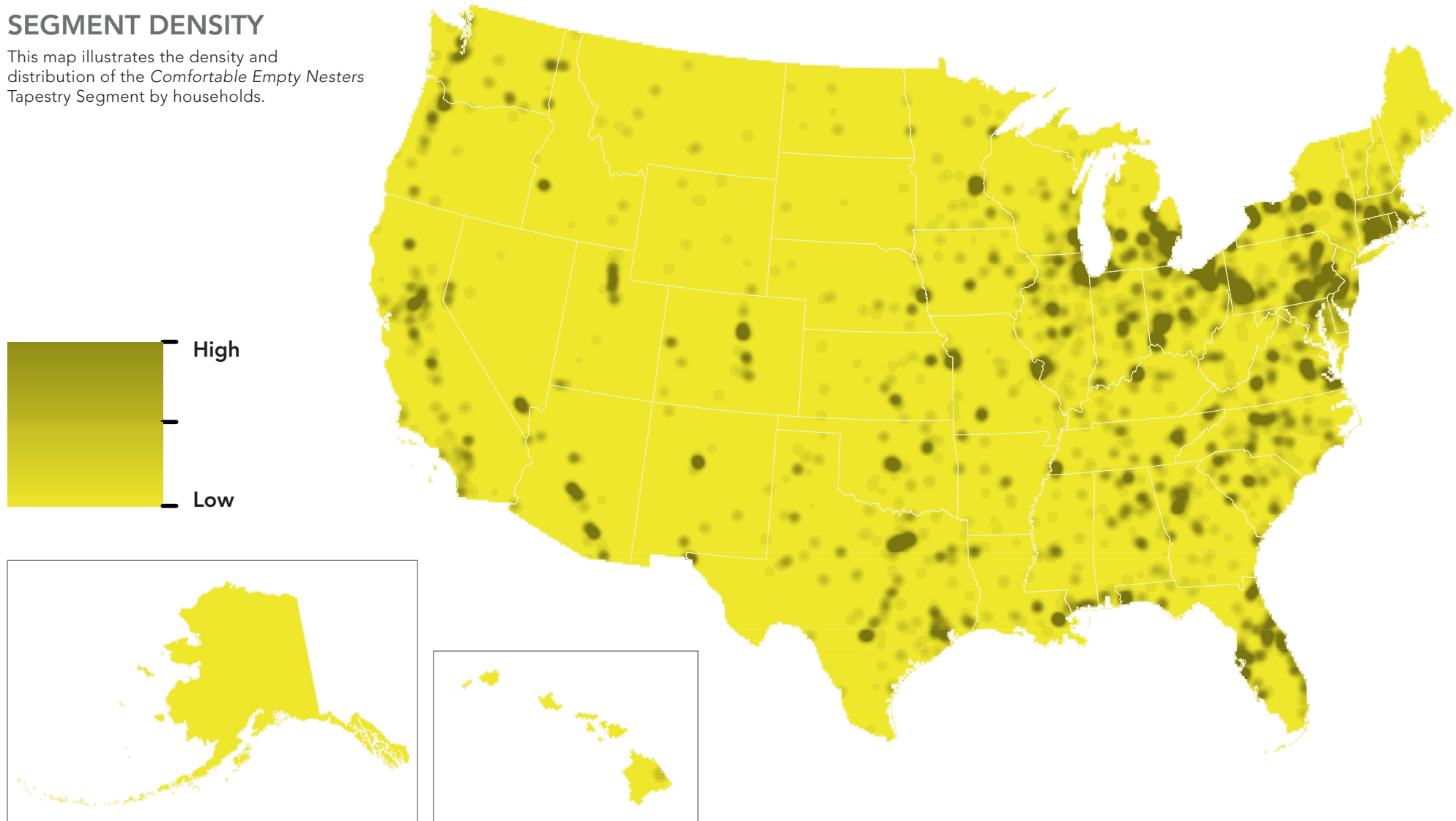
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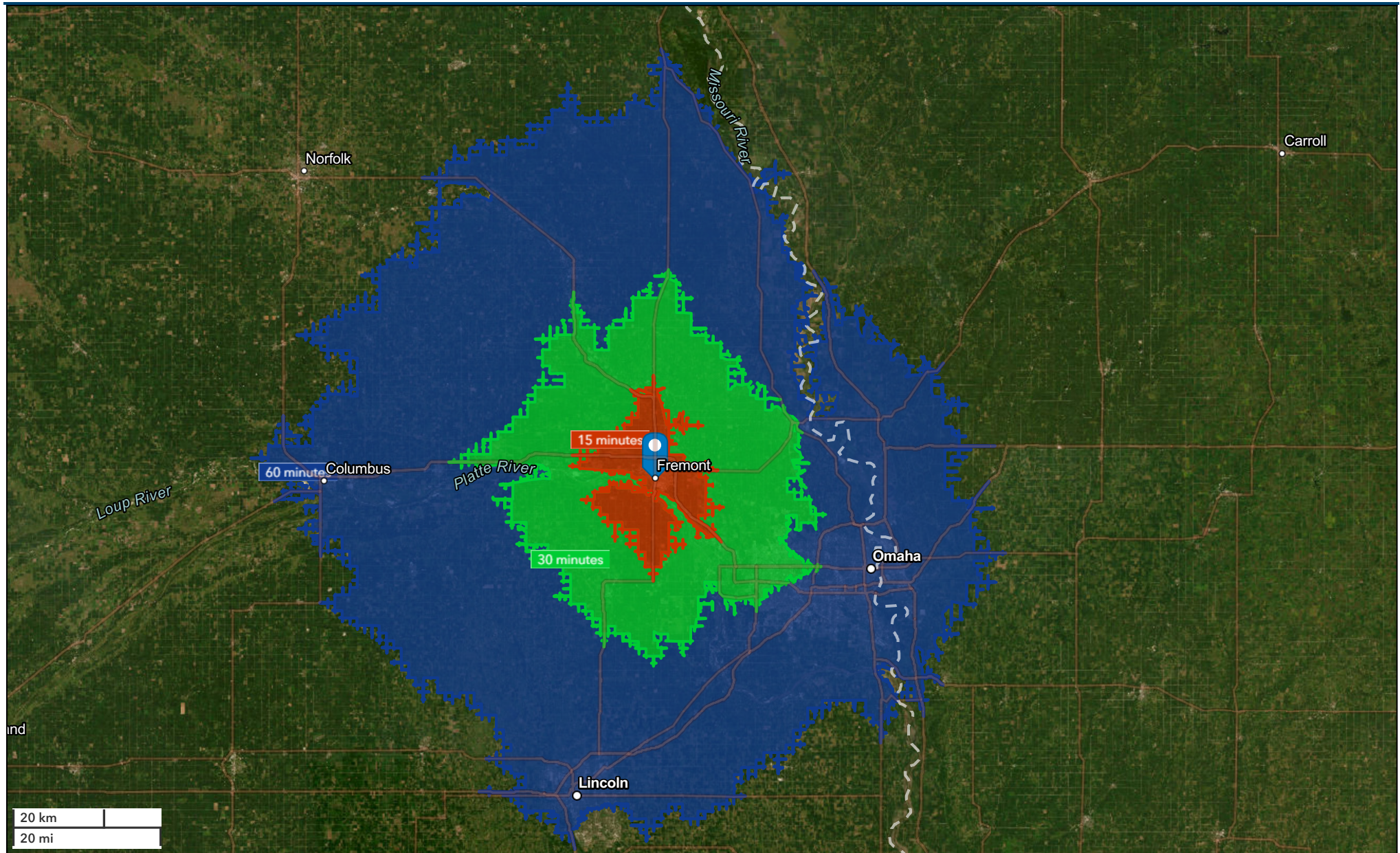




SEGMENT DENSITY

This map illustrates the density and distribution of the *Comfortable Empty Nesters* Tapestry Segment by households.





Retail Demand Outlook

Fremont, Nebraska



Drive time band: 0 - 15 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Middle Ground (K2)	34.6%	Population	34,868	35,201
Room to Roam (K7)	12.5%	Households	13,853	14,035
Legacy Hills (K1)	10.7%	Families	8,870	8,932
Southern Satellites (I6)	6.7%	Median Age	39.4	40.6
Loyal Locals (K3)	6.3%	Median Household Income	\$74,766	\$80,743

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$26,025,213	\$28,660,295	\$2,635,082
Men's	\$5,296,415	\$5,830,219	\$533,804
Women's	\$8,843,134	\$9,744,808	\$901,674
Children's	\$3,516,601	\$3,869,842	\$353,241
Footwear	\$5,721,313	\$6,301,713	\$580,400
Watches & Jewelry	\$2,129,023	\$2,343,085	\$214,062
Apparel Products and Services (1)	\$518,728	\$570,628	\$51,900
Computer			
Computers and Hardware for Home Use	\$2,408,754	\$2,652,377	\$243,623
Portable Memory	\$40,008	\$44,077	\$4,069
Computer Software	\$182,796	\$201,211	\$18,415
Computer Accessories	\$213,891	\$235,447	\$21,556
Education			
Educational Books/Supplies/Other Expenditures	\$1,021,400	\$1,124,197	\$102,797
Other School Supplies	\$1,004,924	\$1,105,911	\$100,987

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	\$45,848,274	\$50,483,995	\$4,635,721
Fees and Admissions	\$9,740,254	\$10,724,481	\$984,227
Membership Fees for Clubs (2)	\$3,363,338	\$3,702,400	\$339,062
Fees for Participant Sports, excl. Trips	\$1,779,826	\$1,960,208	\$180,382
Tickets to Theatre/Operas/Concerts	\$1,166,286	\$1,284,245	\$117,959
Tickets to Movies	\$381,130	\$419,427	\$38,297
Tickets to Parks or Museums	\$403,529	\$444,795	\$41,266
Admission to Sporting Events, excl. Trips	\$1,105,143	\$1,215,625	\$110,482
Fees for Recreational Lessons	\$1,528,946	\$1,684,474	\$155,528
Dating Services	\$12,057	\$13,305	\$1,248
TV/Video/Audio	\$14,059,544	\$15,483,050	\$1,423,506
Cable and Satellite Television Services	\$7,760,270	\$8,549,212	\$788,942
Televisions	\$1,290,597	\$1,421,283	\$130,686
Satellite Dishes	\$14,058	\$15,472	\$1,414
VCRs, Video Cameras, and DVD Players	\$45,826	\$50,500	\$4,674
Miscellaneous Video Equipment	\$343,952	\$379,039	\$35,087
Video Cassettes and DVDs	\$50,983	\$56,200	\$5,217
Video Game Hardware/Accessories	\$538,184	\$591,733	\$53,549
Video Game Software	\$255,132	\$280,660	\$25,528
Rental/Streaming/Downloaded Video	\$2,195,697	\$2,415,958	\$220,261
Installation of Televisions	\$13,267	\$14,665	\$1,398
Audio (3)	\$1,526,297	\$1,680,468	\$154,171
Rental of TV/VCR/Radio/Sound Equipment	\$3,862	\$4,266	\$404
Repair of TV/Radio/Sound Equipment	\$21,419	\$23,595	\$2,176
Pets	\$12,303,223	\$13,548,200	\$1,244,977
Toys/Games/Crafts/Hobbies (4)	\$2,051,010	\$2,257,049	\$206,039
Recreational Vehicles and Fees (5)	\$2,137,124	\$2,353,773	\$216,649
Sports/Recreation/Exercise Equipment (6)	\$2,911,927	\$3,205,396	\$293,469
Photo Equipment and Supplies (7)	\$778,178	\$855,822	\$77,644
Reading (8)	\$1,362,452	\$1,501,396	\$138,944
Live Entertainment-for Catered Affairs	\$229,380	\$252,459	\$23,079
Rental of Party Supplies for Catered Affairs	\$275,182	\$302,369	\$27,187

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	\$125,653,004	\$138,399,580	\$12,746,576
Food at Home	\$82,436,563	\$90,794,348	\$8,357,785
Bakery and Cereal Products	\$11,031,247	\$12,150,081	\$1,118,834
Meats, Poultry, Fish, and Eggs	\$16,878,169	\$18,589,095	\$1,710,926
Dairy Products	\$8,429,833	\$9,284,861	\$855,028
Fruits and Vegetables	\$13,736,183	\$15,130,474	\$1,394,291
Snacks and Other Food at Home (9)	\$32,361,130	\$35,639,838	\$3,278,708
Food Away from Home	\$43,216,441	\$47,605,232	\$4,388,791
Alcoholic Beverages	\$7,135,776	\$7,860,893	\$725,117
Financial			
Value of Stocks/Bonds/Mutual Funds	\$498,261,188	\$549,745,913	\$51,484,725
Value of Retirement Plans	\$1,782,732,452	\$1,962,917,724	\$180,185,272
Value of Other Financial Assets	\$152,655,010	\$168,112,645	\$15,457,635
Vehicle Loan Amount excluding Interest	\$39,663,595	\$43,668,050	\$4,004,455
Value of Credit Card Debt	\$33,297,475	\$36,663,424	\$3,365,949
Health			
Nonprescription Drugs	\$2,290,750	\$2,524,580	\$233,830
Prescription Drugs	\$6,026,090	\$6,621,389	\$595,299
Eyeglasses and Contact Lenses	\$1,563,944	\$1,721,124	\$157,180
Personal Care Products (10)	\$6,462,457	\$7,116,270	\$653,813
Smoking Products	\$5,862,963	\$6,453,788	\$590,825
Home			
Mortgage Payment and Basics (11)	\$143,855,973	\$158,418,689	\$14,562,716
Maintenance and Remodeling Services	\$51,120,594	\$56,338,272	\$5,217,678
Maintenance and Remodeling Materials (12)	\$9,786,889	\$10,772,662	\$985,773
Utilities, Fuel, and Public Services	\$67,857,900	\$74,723,797	\$6,865,897

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$1,284,708	\$1,414,451	\$129,743
Furniture	\$9,675,249	\$10,655,289	\$980,040
Rugs	\$424,234	\$467,158	\$42,924
Major Appliances (14)	\$5,618,271	\$6,187,288	\$569,017
Housewares (15)	\$1,051,438	\$1,158,747	\$107,309
Small Appliances	\$14,866,789	\$16,377,451	\$82,962
Luggage	\$254,407	\$280,269	\$25,862
Telephones and Accessories	\$1,079,764	\$1,186,940	\$107,176
Household Operations			
Child Care	\$6,007,116	\$6,609,260	\$602,144
Lawn/Garden (16)	\$7,886,272	\$8,690,814	\$804,542
Moving/Storage/Freight Express	\$1,223,203	\$1,348,377	\$125,174
Housekeeping Supplies (17)	\$9,764,280	\$10,753,890	\$989,610
Insurance			
Owners and Renters Insurance	\$10,181,097	\$11,210,948	\$1,029,851
Vehicle Insurance	\$24,122,789	\$26,571,457	\$2,448,668
Life/Other Insurance	\$7,636,125	\$8,411,576	\$775,451
Health Insurance	\$57,901,482	\$63,770,650	\$5,869,168
Transportation			
Payments on Vehicles excluding Leases	\$34,516,110	\$37,998,318	\$3,482,208
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$39,027,465	\$42,983,122	\$3,955,657
Vehicle Maintenance and Repairs	\$15,152,927	\$16,688,291	\$1,535,364
Travel			
Airline Fares	\$8,210,270	\$9,047,491	\$837,221
Lodging on Trips	\$11,779,561	\$12,977,254	\$1,197,693
Auto/Truck Rental on Trips	\$1,267,117	\$1,395,750	\$128,633
Food and Drink on Trips	\$8,938,306	\$9,845,229	\$906,923

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

Fremont, Nebraska



Drive time band: 15 - 30 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	18.9%	Population	171,369	179,614
Professional Pride (L2)	14.7%	Households	63,516	66,974
Savvy Suburbanites (L1)	11.6%	Families	46,006	48,396
Classic Comfort (K4)	10.3%	Median Age	38.8	39.4
Flourishing Families (H1)	6.8%	Median Household Income	\$123,295	\$148,210

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$229,993,420	\$279,475,465	\$49,482,045
Men's	\$45,031,141	\$54,683,660	\$9,652,519
Women's	\$77,556,205	\$94,208,323	\$16,652,118
Children's	\$33,254,077	\$40,486,545	\$7,232,468
Footwear	\$50,983,068	\$61,948,070	\$10,965,002
Watches & Jewelry	\$18,854,856	\$22,910,640	\$4,055,784
Apparel Products and Services (1)	\$4,314,072	\$5,238,227	\$924,155
Computer			
Computers and Hardware for Home Use	\$21,193,723	\$25,753,547	\$4,559,824
Portable Memory	\$343,502	\$416,707	\$73,205
Computer Software	\$1,532,855	\$1,859,857	\$327,002
Computer Accessories	\$1,800,247	\$2,184,618	\$384,371
Education			
Educational Books/Supplies/Other Expenditures	\$8,917,752	\$10,834,147	\$1,916,395
Other School Supplies	\$8,589,421	\$10,432,067	\$1,842,646

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	\$395,633,233	\$480,137,338	\$84,504,105
Fees and Admissions	\$93,732,382	\$113,972,377	\$20,239,995
Membership Fees for Clubs (2)	\$30,764,008	\$37,368,317	\$6,604,309
Fees for Participant Sports, excl. Trips	\$17,422,886	\$21,195,936	\$3,773,050
Tickets to Theatre/Operas/Concerts	\$10,777,527	\$13,090,567	\$2,313,040
Tickets to Movies	\$3,559,999	\$4,331,563	\$771,564
Tickets to Parks or Museums	\$4,168,125	\$5,071,260	\$903,135
Admission to Sporting Events, excl. Trips	\$9,834,304	\$11,947,872	\$2,113,568
Fees for Recreational Lessons	\$17,119,152	\$20,862,269	\$3,743,117
Dating Services	\$86,380	\$104,592	\$18,212
TV/Video/Audio	\$114,643,918	\$139,066,586	\$24,422,668
Cable and Satellite Television Services	\$59,907,515	\$72,553,943	\$12,646,428
Televisions	\$11,337,287	\$13,779,952	\$2,442,665
Satellite Dishes	\$116,915	\$142,296	\$25,381
VCRs, Video Cameras, and DVD Players	\$391,615	\$475,919	\$84,304
Miscellaneous Video Equipment	\$3,592,686	\$4,385,996	\$793,310
Video Cassettes and DVDs	\$394,834	\$478,539	\$83,705
Video Game Hardware/Accessories	\$4,392,149	\$5,333,319	\$941,170
Video Game Software	\$2,036,193	\$2,470,552	\$434,359
Rental/Streaming/Downloaded Video	\$18,853,394	\$22,903,732	\$4,050,338
Installation of Televisions	\$137,697	\$167,361	\$29,664
Audio (3)	\$13,286,396	\$16,135,444	\$2,849,048
Rental of TV/VCR/Radio/Sound Equipment	\$22,177	\$26,720	\$4,543
Repair of TV/Radio/Sound Equipment	\$175,059	\$212,811	\$37,752
Pets	\$100,774,747	\$122,125,725	\$21,350,978
Toys/Games/Crafts/Hobbies (4)	\$17,236,564	\$20,914,831	\$3,678,267
Recreational Vehicles and Fees (5)	\$20,451,108	\$24,853,431	\$4,402,323
Sports/Recreation/Exercise Equipment (6)	\$26,009,776	\$31,578,621	\$5,568,845
Photo Equipment and Supplies (7)	\$6,582,315	\$7,987,697	\$1,405,382
Reading (8)	\$11,620,685	\$14,082,456	\$2,461,771
Live Entertainment-for Catered Affairs	\$1,996,225	\$2,413,599	\$417,374
Rental of Party Supplies for Catered Affairs	\$2,585,513	\$3,142,016	\$556,503

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	\$1,066,819,324	\$1,295,097,700	\$228,278,376
Food at Home	\$682,023,954	\$827,479,845	\$145,455,891
Bakery and Cereal Products	\$91,379,957	\$110,857,591	\$19,477,634
Meats, Poultry, Fish, and Eggs	\$138,556,231	\$168,114,875	\$29,558,644
Dairy Products	\$69,614,769	\$84,440,520	\$14,825,751
Fruits and Vegetables	\$116,152,538	\$140,954,035	\$24,801,497
Snacks and Other Food at Home (9)	\$266,320,460	\$323,112,825	\$56,792,365
Food Away from Home	\$384,795,371	\$467,617,854	\$82,822,483
Alcoholic Beverages	\$63,761,593	\$77,432,980	\$13,671,387
Financial			
Value of Stocks/Bonds/Mutual Funds	\$4,563,402,023	\$5,531,879,098	\$968,477,075
Value of Retirement Plans	\$15,482,206,832	\$18,769,455,332	\$3,287,248,500
Value of Other Financial Assets	\$1,341,806,285	\$1,629,310,459	\$287,504,174
Vehicle Loan Amount excluding Interest	\$348,637,798	\$423,721,312	\$75,083,514
Value of Credit Card Debt	\$288,121,483	\$349,945,339	\$61,823,856
Health			
Nonprescription Drugs	\$18,852,004	\$22,869,521	\$4,017,517
Prescription Drugs	\$40,949,113	\$49,514,247	\$8,565,134
Eyeglasses and Contact Lenses	\$12,762,840	\$15,463,872	\$2,701,032
Personal Care Products (10)	\$54,932,419	\$66,728,854	\$11,796,435
Smoking Products	\$39,646,176	\$47,972,829	\$8,326,653
Home			
Mortgage Payment and Basics (11)	\$1,371,000,211	\$1,666,386,939	\$295,386,728
Maintenance and Remodeling Services	\$472,412,267	\$573,273,828	\$100,861,561
Maintenance and Remodeling Materials (12)	\$86,108,384	\$104,469,612	\$18,361,228
Utilities, Fuel, and Public Services	\$550,669,920	\$667,919,232	\$117,249,312

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)	\$10,897,569	\$13,230,373	\$2,332,804
Furniture	\$85,773,109	\$104,205,069	\$18,431,960
Rugs	\$3,789,151	\$4,601,418	\$812,267
Major Appliances (14)	\$49,381,594	\$59,974,740	\$10,593,146
Housewares (15)	\$8,869,239	\$10,763,606	\$1,894,367
Small Appliances	\$129,266,851	\$156,921,264	\$1,474,374
Luggage	\$2,326,115	\$2,826,895	\$500,780
Telephones and Accessories	\$7,828,211	\$9,477,843	\$1,649,632
Household Operations			
Child Care	\$59,911,062	\$72,906,914	\$12,995,852
Lawn/Garden (16)	\$66,793,550	\$80,939,421	\$14,145,871
Moving/Storage/Freight Express	\$10,760,873	\$13,067,744	\$2,306,871
Housekeeping Supplies (17)	\$79,739,371	\$96,745,314	\$17,005,943
Insurance			
Owners and Renters Insurance	\$86,014,283	\$104,375,795	\$18,361,512
Vehicle Insurance	\$202,252,935	\$245,598,856	\$43,345,921
Life/Other Insurance	\$67,793,741	\$82,316,935	\$14,523,194
Health Insurance	\$472,428,294	\$572,886,909	\$100,458,615
Transportation			
Payments on Vehicles excluding Leases	\$294,452,864	\$357,634,835	\$63,181,971
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$323,826,556	\$393,105,192	\$69,278,636
Vehicle Maintenance and Repairs	\$127,276,868	\$154,461,632	\$27,184,764
Travel			
Airline Fares	\$80,413,205	\$97,771,101	\$17,357,896
Lodging on Trips	\$108,008,964	\$131,137,100	\$23,128,136
Auto/Truck Rental on Trips	\$11,857,260	\$14,412,536	\$2,555,276
Food and Drink on Trips	\$81,714,822	\$99,251,347	\$17,536,525

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

Fremont, Nebraska



Drive time band: 30 - 60 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Middle Ground (K2)	10.6%	Population	1,085,850	1,113,080
Classic Comfort (K4)	8.2%	Households	432,875	447,967
Boomburbs (H2)	5.1%	Families	257,390	264,231
City Greens (K6)	5.0%	Median Age	35.8	36.8
Savvy Suburbanites (L1)	5.0%	Median Household Income	\$76,574	\$85,236

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$966,785,284	\$1,121,025,417	\$154,240,133
Men's	\$192,613,360	\$223,240,062	\$30,626,702
Women's	\$327,132,093	\$379,230,914	\$52,098,821
Children's	\$135,523,311	\$157,304,132	\$21,780,821
Footwear	\$215,415,636	\$249,837,849	\$34,422,213
Watches & Jewelry	\$77,758,043	\$90,160,996	\$12,402,953
Apparel Products and Services (1)	\$18,342,841	\$21,251,464	\$2,908,623
Computer			
Computers and Hardware for Home Use	\$90,320,732	\$104,740,624	\$14,419,892
Portable Memory	\$1,526,739	\$1,770,230	\$243,491
Computer Software	\$6,947,385	\$8,057,298	\$1,109,913
Computer Accessories	\$7,765,205	\$8,999,089	\$1,233,884
Education			
Educational Books/Supplies/Other Expenditures	\$38,848,058	\$45,048,758	\$6,200,700
Other School Supplies	\$35,788,037	\$41,467,446	\$5,679,409

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

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$1,605,982,332	\$1,860,189,952	\$254,207,620
Fees and Admissions	\$355,316,552	\$412,101,953	\$56,785,401
Membership Fees for Clubs (2)	\$119,830,752	\$138,882,325	\$19,051,573
Fees for Participant Sports, excl. Trips	\$64,711,989	\$75,063,698	\$10,351,709
Tickets to Theatre/Operas/Concerts	\$42,631,827	\$49,428,870	\$6,797,043
Tickets to Movies	\$14,873,933	\$17,266,496	\$2,392,563
Tickets to Parks or Museums	\$15,404,772	\$17,883,681	\$2,478,909
Admission to Sporting Events, excl. Trips	\$38,241,623	\$44,311,036	\$6,069,413
Fees for Recreational Lessons	\$59,132,304	\$68,698,205	\$9,565,901
Dating Services	\$489,354	\$567,642	\$78,288
TV/Video/Audio	\$492,205,445	\$569,939,964	\$77,734,519
Cable and Satellite Television Services	\$255,971,610	\$295,989,881	\$40,018,271
Televisions	\$48,243,342	\$55,948,308	\$7,704,966
Satellite Dishes	\$516,658	\$598,831	\$82,173
VCRs, Video Cameras, and DVD Players	\$1,654,712	\$1,918,017	\$263,305
Miscellaneous Video Equipment	\$15,761,176	\$18,336,235	\$2,575,059
Video Cassettes and DVDs	\$1,802,122	\$2,087,105	\$284,983
Video Game Hardware/Accessories	\$20,447,163	\$23,707,774	\$3,260,611
Video Game Software	\$10,077,028	\$11,689,376	\$1,612,348
Rental/Streaming/Downloaded Video	\$81,286,617	\$94,248,414	\$12,961,797
Installation of Televisions	\$496,211	\$575,526	\$79,315
Audio (3)	\$55,005,469	\$63,747,635	\$8,742,166
Rental of TV/VCR/Radio/Sound Equipment	\$130,745	\$150,894	\$20,149
Repair of TV/Radio/Sound Equipment	\$812,590	\$941,968	\$129,378
Pets	\$416,316,827	\$481,767,825	\$65,450,998
Toys/Games/Crafts/Hobbies (4)	\$72,580,836	\$84,075,530	\$11,494,694
Recreational Vehicles and Fees (5)	\$73,482,827	\$85,155,501	\$11,672,674
Sports/Recreation/Exercise Equipment (6)	\$102,999,596	\$119,354,464	\$16,354,868
Photo Equipment and Supplies (7)	\$27,333,407	\$31,664,158	\$4,330,751
Reading (8)	\$47,778,084	\$55,317,387	\$7,539,303
Live Entertainment-for Catered Affairs	\$7,776,029	\$8,993,303	\$1,217,274
Rental of Party Supplies for Catered Affairs	\$10,192,731	\$11,819,866	\$1,627,135

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	\$4,539,408,380	\$5,259,928,440	\$720,520,060
Food at Home	\$2,934,343,952	\$3,398,740,119	\$464,396,167
Bakery and Cereal Products	\$389,688,268	\$451,324,473	\$61,636,205
Meats, Poultry, Fish, and Eggs	\$604,147,523	\$699,770,104	\$95,622,581
Dairy Products	\$298,024,960	\$345,147,300	\$47,122,340
Fruits and Vegetables	\$493,497,902	\$571,713,458	\$78,215,556
Snacks and Other Food at Home (9)	\$1,148,985,299	\$1,330,784,784	\$181,799,485
Food Away from Home	\$1,605,064,428	\$1,861,188,321	\$256,123,893
Alcoholic Beverages	\$257,513,894	\$298,483,024	\$40,969,130
Financial			
Value of Stocks/Bonds/Mutual Funds	\$16,634,654,627	\$19,247,810,122	\$2,613,155,495
Value of Retirement Plans	\$57,309,538,908	\$66,275,087,664	\$8,965,548,756
Value of Other Financial Assets	\$5,065,038,889	\$5,862,827,713	\$797,788,824
Vehicle Loan Amount excluding Interest	\$1,460,892,145	\$1,693,908,449	\$233,016,304
Value of Credit Card Debt	\$1,190,987,966	\$1,380,174,037	\$189,186,071
Health			
Nonprescription Drugs	\$79,371,931	\$91,908,438	\$12,536,507
Prescription Drugs	\$181,990,575	\$210,073,916	\$28,083,341
Eyeglasses and Contact Lenses	\$52,192,415	\$60,379,028	\$8,186,613
Personal Care Products (10)	\$239,586,197	\$277,764,004	\$38,177,807
Smoking Products	\$198,724,083	\$229,787,728	\$31,063,645
Home			
Mortgage Payment and Basics (11)	\$4,897,508,255	\$5,673,724,137	\$776,215,882
Maintenance and Remodeling Services	\$1,693,150,428	\$1,959,690,852	\$266,540,424
Maintenance and Remodeling Materials (12)	\$311,379,592	\$360,168,339	\$48,788,747
Utilities, Fuel, and Public Services	\$2,373,068,855	\$2,747,361,159	\$374,292,304

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)	\$46,895,287	\$54,339,531	\$7,444,244
Furniture	\$350,829,145	\$406,654,120	\$55,824,975
Rugs	\$15,000,585	\$17,380,202	\$2,379,617
Major Appliances (14)	\$195,813,074	\$226,800,782	\$30,987,708
Housewares (15)	\$37,836,214	\$43,837,936	\$6,001,722
Small Appliances	\$527,518,738	\$611,206,884	\$4,897,468
Luggage	\$9,426,464	\$10,931,219	\$1,504,755
Telephones and Accessories	\$34,187,454	\$39,516,783	\$5,329,329
Household Operations			
Child Care	\$226,611,390	\$263,033,804	\$36,422,414
Lawn/Garden (16)	\$256,335,820	\$296,448,264	\$40,112,444
Moving/Storage/Freight Express	\$48,372,467	\$56,116,512	\$7,744,045
Housekeeping Supplies (17)	\$343,322,548	\$397,580,863	\$54,258,315
Insurance			
Owners and Renters Insurance	\$334,942,839	\$387,577,246	\$52,634,407
Vehicle Insurance	\$884,978,096	\$1,025,616,734	\$140,638,638
Life/Other Insurance	\$261,508,771	\$302,859,659	\$41,350,888
Health Insurance	\$1,960,126,276	\$2,268,551,894	\$308,425,618
Transportation			
Payments on Vehicles excluding Leases	\$1,236,814,509	\$1,433,214,139	\$196,399,630
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$1,406,254,751	\$1,629,096,895	\$222,842,144
Vehicle Maintenance and Repairs	\$541,257,543	\$627,001,319	\$85,743,776
Travel			
Airline Fares	\$306,199,272	\$355,222,335	\$49,023,063
Lodging on Trips	\$409,505,858	\$474,391,837	\$64,885,979
Auto/Truck Rental on Trips	\$46,690,481	\$54,153,917	\$7,463,436
Food and Drink on Trips	\$318,785,925	\$369,482,049	\$50,696,124

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.

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- (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

Fremont, 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	80	\$24,528.97	\$339,799,882
44-45	Retail Trade	81	\$20,967.67	\$290,465,150
722	Food Services & Drinking Places	76	\$3,561.30	\$49,334,732

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	82	\$2,635.91	\$36,515,239
4411	Automobile Dealers	80	\$2,221.95	\$30,780,614
4412	Other Motor Vehicle Dealers	99	\$218.23	\$3,023,158
4413	Auto Parts, Accessories & Tire Stores	83	\$195.73	\$2,711,467
442	Furniture and Home Furnishings Stores	79	\$788.03	\$10,916,596
4421	Furniture Stores	79	\$510.33	\$7,069,554
4422	Home Furnishings Stores	79	\$277.70	\$3,847,042
443, 4431	Electronics and Appliance Stores	79	\$226.09	\$3,131,959
444	Bldg Material & Garden Equipment & Supplies Dealers	86	\$1,196.79	\$16,579,185
4441	Building Material and Supplies Dealers	86	\$1,081.45	\$14,981,317
4442	Lawn and Garden Equipment and Supplies Stores	85	\$115.34	\$1,597,868
445	Food and Beverage Stores	80	\$4,565.48	\$63,245,585
4451	Grocery Stores	80	\$4,283.34	\$59,337,097
4452	Specialty Food Stores	79	\$141.56	\$1,961,023
4453	Beer, Wine, and Liquor Stores	78	\$140.58	\$1,947,465
446, 4461	Health and Personal Care Stores	87	\$721.30	\$9,992,167
447, 4471	Gasoline Stations	82	\$3,137.03	\$43,457,296
448	Clothing and Clothing Accessories Stores	77	\$977.47	\$13,540,857
4481	Clothing Stores	77	\$773.66	\$10,717,492
4482	Shoe Stores	76	\$188.19	\$2,606,953
4483	Jewelry, Luggage, and Leather Goods Stores	77	\$15.62	\$216,412
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	79	\$364.99	\$5,056,243
4511	Sporting Goods, Hobby, and Musical Inst Stores	79	\$291.39	\$4,036,628
4512	Book Stores and News Dealers	77	\$73.60	\$1,019,615
452	General Merchandise Stores	81	\$3,574.09	\$49,511,894
4522	Department Stores	77	\$306.78	\$4,249,823
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	81	\$3,267.31	\$45,262,071

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	83	\$522.09	\$7,232,538
4531	Florists	86	\$24.75	\$342,908
4532	Office Supplies, Stationery, and Gift Stores	79	\$79.67	\$1,103,737
4533	Used Merchandise Stores	80	\$70.49	\$976,463
4539	Other Miscellaneous Store Retailers	85	\$347.18	\$4,809,429
454	Nonstore Retailers	81	\$2,258.40	\$31,285,592
4541	Electronic Shopping and Mail-Order Houses	81	\$1,933.05	\$26,778,478
4542	Vending Machine Operators	82	\$37.71	\$522,392
4543	Direct Selling Establishments	80	\$287.64	\$3,984,722
722	Food Services & Drinking Places	76	\$3,561.30	\$49,334,732
7223	Special Food Services	76	\$12.95	\$179,445
7224	Drinking Places (Alcoholic Beverages)	76	\$92.47	\$1,280,934
7225	Restaurants and Other Eating Places	76	\$3,455.88	\$47,874,353

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

Fremont, 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	147	\$44,896.88	\$2,851,669,999
44-45	Retail Trade	147	\$37,947.16	\$2,410,251,583
722	Food Services & Drinking Places	148	\$6,949.72	\$441,418,415

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	152	\$4,893.97	\$310,845,533
4411	Automobile Dealers	150	\$4,163.08	\$264,422,347
4412	Other Motor Vehicle Dealers	173	\$381.04	\$24,201,897
4413	Auto Parts, Accessories & Tire Stores	148	\$349.85	\$22,221,289
442	Furniture and Home Furnishings Stores	154	\$1,525.00	\$96,861,842
4421	Furniture Stores	153	\$981.90	\$62,366,049
4422	Home Furnishings Stores	155	\$543.10	\$34,495,793
443, 4431	Electronics and Appliance Stores	149	\$424.96	\$26,991,719
444	Bldg Material & Garden Equipment & Supplies Dealers	158	\$2,206.63	\$140,155,996
4441	Building Material and Supplies Dealers	159	\$2,002.70	\$127,203,691
4442	Lawn and Garden Equipment and Supplies Stores	151	\$203.92	\$12,952,305
445	Food and Beverage Stores	143	\$8,163.54	\$518,515,448
4451	Grocery Stores	143	\$7,643.29	\$485,470,994
4452	Specialty Food Stores	143	\$255.43	\$16,224,003
4453	Beer, Wine, and Liquor Stores	146	\$264.82	\$16,820,451
446, 4461	Health and Personal Care Stores	146	\$1,208.63	\$76,767,201
447, 4471	Gasoline Stations	144	\$5,511.07	\$350,040,968
448	Clothing and Clothing Accessories Stores	148	\$1,879.29	\$119,364,856
4481	Clothing Stores	149	\$1,485.61	\$94,360,180
4482	Shoe Stores	147	\$363.14	\$23,065,497
4483	Jewelry, Luggage, and Leather Goods Stores	150	\$30.53	\$1,939,179
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	150	\$696.90	\$44,264,471
4511	Sporting Goods, Hobby, and Musical Inst Stores	151	\$556.48	\$35,345,515
4512	Book Stores and News Dealers	148	\$140.42	\$8,918,956
452	General Merchandise Stores	146	\$6,447.02	\$409,489,216
4522	Department Stores	148	\$587.05	\$37,287,206
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	146	\$5,859.97	\$372,202,010

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	146	\$918.07	\$58,312,309
4531	Florists	152	\$43.99	\$2,794,281
4532	Office Supplies, Stationery, and Gift Stores	150	\$150.11	\$9,534,450
4533	Used Merchandise Stores	149	\$130.64	\$8,297,646
4539	Other Miscellaneous Store Retailers	144	\$593.33	\$37,685,932
454	Nonstore Retailers	146	\$4,072.08	\$258,642,025
4541	Electronic Shopping and Mail-Order Houses	147	\$3,506.68	\$222,730,474
4542	Vending Machine Operators	143	\$65.87	\$4,183,517
4543	Direct Selling Establishments	139	\$499.53	\$31,728,034
722	Food Services & Drinking Places	148	\$6,949.72	\$441,418,415
7223	Special Food Services	148	\$25.19	\$1,600,059
7224	Drinking Places (Alcoholic Beverages)	149	\$181.59	\$11,534,179
7225	Restaurants and Other Eating Places	148	\$6,742.93	\$428,284,177

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

Fremont, 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	91	\$27,646.76	\$11,967,591,341
44-45	Retail Trade	91	\$23,475.36	\$10,161,895,495
722	Food Services & Drinking Places	89	\$4,171.40	\$1,805,695,846

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	91	\$2,932.48	\$1,269,399,205
4411	Automobile Dealers	90	\$2,495.68	\$1,080,319,487
4412	Other Motor Vehicle Dealers	99	\$218.91	\$94,758,998
4413	Auto Parts, Accessories & Tire Stores	92	\$217.89	\$94,320,719
442	Furniture and Home Furnishings Stores	91	\$902.50	\$390,669,702
4421	Furniture Stores	92	\$590.64	\$255,675,273
4422	Home Furnishings Stores	89	\$311.86	\$134,994,429
443, 4431	Electronics and Appliance Stores	93	\$264.33	\$114,421,220
444	Bldg Material & Garden Equipment & Supplies Dealers	92	\$1,279.28	\$553,769,360
4441	Building Material and Supplies Dealers	92	\$1,157.21	\$500,928,982
4442	Lawn and Garden Equipment and Supplies Stores	90	\$122.07	\$52,840,378
445	Food and Beverage Stores	90	\$5,123.51	\$2,217,839,592
4451	Grocery Stores	90	\$4,803.83	\$2,079,456,711
4452	Specialty Food Stores	89	\$159.88	\$69,209,649
4453	Beer, Wine, and Liquor Stores	88	\$159.80	\$69,173,232
446, 4461	Health and Personal Care Stores	93	\$769.38	\$333,046,148
447, 4471	Gasoline Stations	92	\$3,523.07	\$1,525,047,972
448	Clothing and Clothing Accessories Stores	91	\$1,149.45	\$497,566,421
4481	Clothing Stores	91	\$907.88	\$392,997,673
4482	Shoe Stores	90	\$223.42	\$96,712,315
4483	Jewelry, Luggage, and Leather Goods Stores	89	\$18.15	\$7,856,433
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	91	\$422.47	\$182,878,698
4511	Sporting Goods, Hobby, and Musical Inst Stores	91	\$335.61	\$145,277,314
4512	Book Stores and News Dealers	91	\$86.86	\$37,601,383
452	General Merchandise Stores	91	\$4,026.75	\$1,743,079,830
4522	Department Stores	91	\$360.06	\$155,860,302
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	91	\$3,666.69	\$1,587,219,528

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	90	\$567.36	\$245,596,991
4531	Florists	90	\$26.07	\$11,284,097
4532	Office Supplies, Stationery, and Gift Stores	91	\$91.11	\$39,440,519
4533	Used Merchandise Stores	88	\$77.42	\$33,512,289
4539	Other Miscellaneous Store Retailers	91	\$372.76	\$161,360,087
454	Nonstore Retailers	90	\$2,514.77	\$1,088,580,356
4541	Electronic Shopping and Mail-Order Houses	91	\$2,167.62	\$938,309,038
4542	Vending Machine Operators	91	\$42.26	\$18,293,248
4543	Direct Selling Establishments	85	\$304.89	\$131,978,071
722	Food Services & Drinking Places	89	\$4,171.40	\$1,805,695,846
7223	Special Food Services	89	\$15.12	\$6,544,961
7224	Drinking Places (Alcoholic Beverages)	88	\$107.62	\$46,586,020
7225	Restaurants and Other Eating Places	89	\$4,048.66	\$1,752,564,866

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

Fremont, Nebraska



Drive time band: 0 - 15 minute radius

Demographic Summary		2025	2030
Population		34,868	35,201
Population 18+		26,782	27,448
Households		13,853	14,035
Median Household Income		\$74,766	\$80,743
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	17,183	64.2%	101
Bought Women`s Clothing Last 12 Mo	14,123	52.7%	101
Bought Shoes Last 12 Mo	20,492	76.5%	101
Bought Fine Jewelry Last 12 Mo	5,326	19.9%	91
Bought Watch Last 12 Mo	3,133	11.7%	91
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	12,867	92.9%	104
HH Bought or Leased New Vehicle Last 12 Mo	1,078	7.8%	92
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	24,771	92.5%	104
Bought or Changed Motor Oil Last 12 Mo	15,657	58.5%	108
Had Vehicle Tune-Up Last 12 Mo	6,157	23.0%	100
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	10,490	39.2%	103
Drank Beer or Ale Last 6 Mo	9,786	36.5%	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
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	2,435	9.1%	107
Own Digital SLR Camera or Camcorder	2,397	8.9%	92
Printed Digital Photos Last 12 Mo	6,872	25.7%	103
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	9,171	34.2%	99
Have a Smartphone	25,305	94.5%	100
Have Android Phone (Any Brand) Smartphone	11,357	42.4%	113
Have Apple iPhone Smartphone	14,423	53.9%	92
HH Owns 1 Cell Phone	4,382	31.6%	105
HH Owns 2 Cell Phones	5,491	39.6%	102
HH Owns 3+ Cell Phones	3,705	26.8%	93
HH Has Cell Phone Only (No Landline Telephone)	10,831	78.2%	104
Computers (Households)			
HH Owns Computer	11,285	81.5%	98
HH Owns Desktop Computer	5,132	37.0%	99
HH Owns Laptop or Notebook	9,252	66.8%	97
HH Owns Apple or Mac Brand Computer	2,799	20.2%	81
HH Owns PC or Non-Apple Brand Computer	9,754	70.4%	102
HH Purchased Most Recent Home Computer at Store	5,081	36.7%	105
HH Purchased Most Recent Home Computer Online	3,604	26.0%	96
HH Spent \$1-499 on Most Recent Home Computer	2,067	14.9%	115
HH Spent \$500-999 on Most Recent Home Computer	2,560	18.5%	104
HH Spent \$1K-1499 on Most Recent Home Computer	1,417	10.2%	92
HH Spent \$1500-1999 on Most Recent Home Computer	484	3.5%	86
HH Spent \$2000+ on Most Recent Home Computer	787	5.7%	90

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	18,970	70.8%	107
Bought Brewed Coffee at Convenience Store Last 30 Days	3,573	13.3%	106
Bought Cigarettes at Convenience Store Last 30 Days	1,933	7.2%	126
Bought Gas at Convenience Store Last 30 Days	12,867	48.0%	117
Spent \$1-19 at Convenience Store Last 30 Days	1,675	6.3%	99
Spent \$20-39 at Convenience Store Last 30 Days	2,124	7.9%	98
Spent \$40-50 at Convenience Store Last 30 Days	1,778	6.6%	105
Spent \$51-99 at Convenience Store Last 30 Days	1,523	5.7%	107
Spent \$100+ at Convenience Store Last 30 Days	7,840	29.3%	119
Entertainment (Adults)			
Attended Movie Last 6 Mo	13,830	51.6%	97
Went to Live Theater Last 12 Mo	2,991	11.2%	96
Went to Bar or Night Club Last 12 Mo	5,204	19.4%	100
Dined Out Last 12 Mo	15,280	57.0%	102
Gambled at Casino Last 12 Mo	3,302	12.3%	96
Visited Theme Park Last 12 Mo	4,207	15.7%	83
Viewed Movie (Video-on-Demand) Last 30 Days	1,782	6.7%	81
Viewed TV Show (Video-on-Demand) Last 30 Days	1,202	4.5%	82
Used Internet to Download Movie Last 30 Days	1,548	5.8%	86
Downloaded Individual Song Last 6 Mo	4,779	17.8%	98
Used Internet to Watch Movie Last 30 Days	8,666	32.4%	92
Used Internet to Watch TV Program Last 30 Days	5,867	21.9%	97
Played (Console) Video or Electronic Game Last 12 Mo	3,605	13.5%	105
Played (Portable) Video or Electronic Game Last 12 Mo	1,953	7.3%	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.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	9,786	36.5%	104
Used ATM or Cash Machine Last 12 Mo	16,340	61.0%	101
Own Any Stock	3,202	12.0%	87
Own U.S. Savings Bonds	1,945	7.3%	97
Own Shares in Mutual Fund (Stocks)	2,945	11.0%	91
Own Shares in Mutual Fund (Bonds)	1,918	7.2%	94
Have Interest Checking Account	10,242	38.2%	102
Have Non-Interest Checking Account	10,501	39.2%	108
Have Savings Account	19,540	73.0%	102
Have 401(k) Retirement Savings Plan	6,746	25.2%	104
Own or Used Any Credit or Debit Card Last 12 Mo	24,801	92.6%	101
Avg \$1-110 Monthly Credit Card Expenditures	5,738	21.4%	110
Avg \$111-225 Monthly Credit Card Expenditures	3,106	11.6%	95
Avg \$226-450 Monthly Credit Card Expenditures	2,437	9.1%	108
Avg \$451-700 Monthly Credit Card Expenditures	2,248	8.4%	96
Avg \$701-1000 Monthly Credit Card Expenditures	1,970	7.4%	94
Avg \$1001-2000 Monthly Credit Card Expenditures	2,807	10.5%	91
Avg \$2001+ Monthly Credit Card Expenditures	2,782	10.4%	77
Did Online Banking Last 12 Mo	15,009	56.0%	101
Did Mobile Device Banking Last 12 Mo	13,084	48.9%	100
Grocery (Adults)			
HH Used Bread Last 6 Mo	13,125	94.7%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	10,510	75.9%	99
HH Used Turkey (Fresh or Frozen) Last 6 Mo	2,855	20.6%	103
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	7,558	54.6%	95
HH Used Fresh Fruit or Vegetables Last 6 Mo	12,398	89.5%	99
HH Used Fresh Milk Last 6 Mo	11,562	83.5%	102
HH Used Organic Food Last 6 Mo	2,938	21.2%	85

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	11,814	44.1%	96
Exercise at Club 2+ Times Per Week	3,074	11.5%	86
Visited Doctor Last 12 Mo	21,697	81.0%	102
Used Vitamins or Dietary Supplements Last 6 Mo	17,346	64.8%	99
Home (Households)			
HH Did Home Improvement Last 12 Mo	4,986	36.0%	106
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	4,687	33.8%	99
HH Purchased Low Ticket HH Furnishing Last 12 Mo	3,180	23.0%	109
HH Purchased Big Ticket HH Furnishing Last 12 Mo	3,379	24.4%	102
HH Bought Small Kitchen Appliance Last 12 Mo	3,185	23.0%	101
HH Purchased Large Appliance/12 Mo	2,616	18.9%	105
Insurance (Adults/Households)			
Currently Carry Life Insurance	14,416	53.8%	107
Personally Carry Any Medical or Hospital or Accident Insurance	23,205	86.6%	102
Homeowner Carries Insurance on Home/Personal Property	16,847	62.9%	107
Renter Carries Insurance on Home/Personal Property	3,446	12.9%	97
HH Has 1 Vehicle Covered with Auto Insurance	4,632	33.4%	104
HH Has 2 Vehicles Covered with Auto Insurance	4,404	31.8%	103
HH Has 3+ Vehicles Covered with Auto Insurance	3,573	25.8%	102

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

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	8,019	57.9%	112
HH Owns 1+ Cats	4,171	30.1%	125
HH Owns 1+ Dogs	5,916	42.7%	112
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	3,790	14.2%	88
Buying American Is Important: 4-Agr Cmpl	8,232	30.7%	112
Buy Based on Quality Not Price: 4-Agr Cmpl	3,286	12.3%	86
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,973	11.1%	90
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	2,769	10.3%	104
Will Pay More for Environ Safe Products: 4-Agr Cmpl	2,700	10.1%	92
Buy Based on Price Not Brands: 4-Agr Cmpl	7,587	28.3%	104
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	876	3.3%	83
Reading (Adults)			
Bought Digital Book Last 12 Mo	4,389	16.4%	92
Bought Hardcover Book Last 12 Mo	7,003	26.1%	101
Bought Paperback Book Last 12 Mo	8,992	33.6%	99
Read Daily Newspaper (Paper Version)	2,003	7.5%	107
Read Digital Newspaper Last 30 Days	13,303	49.7%	91
Read Magazine (Paper or Electronic Version) Last 6 Mo	22,845	85.3%	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
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	19,762	73.8%	102
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	6,629	24.8%	102
Went to Fast Food or Drive-In Restaurant Last 6 Mo	24,878	92.9%	102
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	10,846	40.5%	102
Ordered Eat-In Fast Food Last 6 Mo	9,049	33.8%	102
Ordered Home Delivery Fast Food Last 6 Mo	3,151	11.8%	96
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	14,389	53.7%	110
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	5,794	21.6%	95
Television & Electronics (Adults/Households)			
Own Tablet	14,399	53.8%	96
Own E-Reader	4,147	15.5%	95
Own E-Reader or Tablet: Apple iPad	8,420	31.4%	87
HH Owns Internet Connectable TV	5,885	42.5%	103
Own Portable MP3 Player	2,301	8.6%	112
HH Owns 1 TV	2,577	18.6%	94
HH Owns 2 TVs	3,816	27.6%	99
HH Owns 3 TVs	3,153	22.8%	103
HH Owns 4+ TVs	3,278	23.7%	108
HH Subscribes to Cable TV	3,673	26.5%	94
HH Subscribes to Fiber Optic TV	281	2.0%	63
HH Owns Portable GPS Device	2,621	18.9%	114
HH Purchased Video Game System Last 12 Mo	715	5.2%	73
HH Owns Internet Video Device for TV	7,518	54.3%	103

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

 **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	16,118	60.2%	97
Took 3+ Domestic Non-Business Trips Last 12 Mo	4,775	17.8%	98
Spent \$1-999 on Domestic Vacations Last 12 Mo	3,199	11.9%	109
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	1,728	6.5%	93
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	1,206	4.5%	94
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	1,444	5.4%	96
Spent \$3K+ on Domestic Vacations Last 12 Mo	2,979	11.1%	94
Used Internet Travel Site for Domestic Trip Last 12 Mo	1,449	5.4%	84
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	6,215	23.2%	76
Took 3+ Foreign Trips by Plane Last 3 Yrs	925	3.5%	62
Spent \$1-999 on Foreign Vacations Last 12 Mo	919	3.4%	81
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	837	3.1%	73
Spent \$3K+ on Foreign Vacations Last 12 Mo	1,897	7.1%	73
Used General Travel Site: Foreign Trip Last 3 Yrs	961	3.6%	67
Spent Night at Hotel or Motel Last 12 Mo	14,196	53.0%	97
Took Cruise of More Than One Day Last 3 Yrs	1,926	7.2%	81
Member of Frequent Flyer Program	5,747	21.5%	78
Member of Hotel Rewards Program	7,302	27.3%	93

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

 **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.

Retail Market Potential

Fremont, Nebraska



Drive time band: 15 - 30 minute radius

Demographic Summary		2025	2030
Population		171,369	179,614
Population 18+		124,949	133,135
Households		63,516	66,974
Median Household Income		\$123,295	\$148,210
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	82,520	66.0%	104
Bought Women`s Clothing Last 12 Mo	66,750	53.4%	102
Bought Shoes Last 12 Mo	97,170	77.8%	103
Bought Fine Jewelry Last 12 Mo	26,724	21.4%	97
Bought Watch Last 12 Mo	15,356	12.3%	96
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	60,136	94.7%	106
HH Bought or Leased New Vehicle Last 12 Mo	6,927	10.9%	128
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	116,895	93.5%	105
Bought or Changed Motor Oil Last 12 Mo	69,280	55.5%	103
Had Vehicle Tune-Up Last 12 Mo	29,791	23.8%	104
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	43,313	34.7%	91
Drank Beer or Ale Last 6 Mo	49,056	39.3%	105

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	12,444	10.0%	117
Own Digital SLR Camera or Camcorder	14,982	12.0%	124
Printed Digital Photos Last 12 Mo	35,602	28.5%	114
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	41,327	33.1%	96
Have a Smartphone	119,321	95.5%	101
Have Android Phone (Any Brand) Smartphone	41,819	33.5%	89
Have Apple iPhone Smartphone	80,119	64.1%	109
HH Owns 1 Cell Phone	15,102	23.8%	79
HH Owns 2 Cell Phones	26,182	41.2%	106
HH Owns 3+ Cell Phones	21,110	33.2%	115
HH Has Cell Phone Only (No Landline Telephone)	48,078	75.7%	100
Computers (Households)			
HH Owns Computer	56,493	88.9%	107
HH Owns Desktop Computer	26,277	41.4%	111
HH Owns Laptop or Notebook	46,887	73.8%	107
HH Owns Apple or Mac Brand Computer	17,593	27.7%	111
HH Owns PC or Non-Apple Brand Computer	47,374	74.6%	108
HH Purchased Most Recent Home Computer at Store	24,175	38.1%	109
HH Purchased Most Recent Home Computer Online	19,145	30.1%	112
HH Spent \$1-499 on Most Recent Home Computer	8,092	12.7%	98
HH Spent \$500-999 on Most Recent Home Computer	12,820	20.2%	114
HH Spent \$1K-1499 on Most Recent Home Computer	8,278	13.0%	117
HH Spent \$1500-1999 on Most Recent Home Computer	2,891	4.5%	112
HH Spent \$2000+ on Most Recent Home Computer	4,835	7.6%	121

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



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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	83,399	66.8%	101
Bought Brewed Coffee at Convenience Store Last 30 Days	16,105	12.9%	103
Bought Cigarettes at Convenience Store Last 30 Days	5,361	4.3%	75
Bought Gas at Convenience Store Last 30 Days	53,116	42.5%	104
Spent \$1-19 at Convenience Store Last 30 Days	8,921	7.1%	113
Spent \$20-39 at Convenience Store Last 30 Days	10,101	8.1%	100
Spent \$40-50 at Convenience Store Last 30 Days	7,731	6.2%	98
Spent \$51-99 at Convenience Store Last 30 Days	6,742	5.4%	101
Spent \$100+ at Convenience Store Last 30 Days	30,308	24.3%	98
Entertainment (Adults)			
Attended Movie Last 6 Mo	70,132	56.1%	105
Went to Live Theater Last 12 Mo	16,724	13.4%	115
Went to Bar or Night Club Last 12 Mo	25,980	20.8%	107
Dined Out Last 12 Mo	77,244	61.8%	110
Gambled at Casino Last 12 Mo	16,782	13.4%	105
Visited Theme Park Last 12 Mo	24,083	19.3%	102
Viewed Movie (Video-on-Demand) Last 30 Days	12,412	9.9%	121
Viewed TV Show (Video-on-Demand) Last 30 Days	8,003	6.4%	117
Used Internet to Download Movie Last 30 Days	8,657	6.9%	102
Downloaded Individual Song Last 6 Mo	22,290	17.8%	98
Used Internet to Watch Movie Last 30 Days	43,667	35.0%	99
Used Internet to Watch TV Program Last 30 Days	29,267	23.4%	103
Played (Console) Video or Electronic Game Last 12 Mo	15,958	12.8%	100
Played (Portable) Video or Electronic Game Last 12 Mo	9,080	7.3%	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.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	55,789	44.6%	127
Used ATM or Cash Machine Last 12 Mo	76,815	61.5%	101
Own Any Stock	21,444	17.2%	125
Own U.S. Savings Bonds	11,231	9.0%	120
Own Shares in Mutual Fund (Stocks)	18,635	14.9%	124
Own Shares in Mutual Fund (Bonds)	12,017	9.6%	126
Have Interest Checking Account	55,207	44.2%	118
Have Non-Interest Checking Account	46,548	37.3%	103
Have Savings Account	96,987	77.6%	108
Have 401(k) Retirement Savings Plan	36,166	28.9%	120
Own or Used Any Credit or Debit Card Last 12 Mo	117,661	94.2%	102
Avg \$1-110 Monthly Credit Card Expenditures	24,108	19.3%	99
Avg \$111-225 Monthly Credit Card Expenditures	15,652	12.5%	102
Avg \$226-450 Monthly Credit Card Expenditures	9,745	7.8%	93
Avg \$451-700 Monthly Credit Card Expenditures	11,517	9.2%	106
Avg \$701-1000 Monthly Credit Card Expenditures	10,836	8.7%	111
Avg \$1001-2000 Monthly Credit Card Expenditures	17,408	13.9%	121
Avg \$2001+ Monthly Credit Card Expenditures	22,522	18.0%	134
Did Online Banking Last 12 Mo	76,254	61.0%	110
Did Mobile Device Banking Last 12 Mo	65,499	52.4%	107
Grocery (Adults)			
HH Used Bread Last 6 Mo	60,279	94.9%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	49,854	78.5%	103
HH Used Turkey (Fresh or Frozen) Last 6 Mo	13,843	21.8%	109
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	36,973	58.2%	102
HH Used Fresh Fruit or Vegetables Last 6 Mo	58,380	91.9%	102
HH Used Fresh Milk Last 6 Mo	52,935	83.3%	102
HH Used Organic Food Last 6 Mo	15,980	25.2%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	62,419	50.0%	109
Exercise at Club 2+ Times Per Week	18,078	14.5%	109
Visited Doctor Last 12 Mo	103,112	82.5%	103
Used Vitamins or Dietary Supplements Last 6 Mo	84,444	67.6%	104
Home (Households)			
HH Did Home Improvement Last 12 Mo	25,312	39.9%	117
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	26,339	41.5%	122
HH Purchased Low Ticket HH Furnishing Last 12 Mo	14,300	22.5%	107
HH Purchased Big Ticket HH Furnishing Last 12 Mo	16,270	25.6%	107
HH Bought Small Kitchen Appliance Last 12 Mo	14,429	22.7%	99
HH Purchased Large Appliance/12 Mo	12,545	19.8%	110
Insurance (Adults/Households)			
Currently Carry Life Insurance	71,835	57.5%	114
Personally Carry Any Medical or Hospital or Accident Insurance	110,834	88.7%	105
Homeowner Carries Insurance on Home/Personal Property	87,813	70.3%	120
Renter Carries Insurance on Home/Personal Property	14,526	11.6%	87
HH Has 1 Vehicle Covered with Auto Insurance	17,744	27.9%	87
HH Has 2 Vehicles Covered with Auto Insurance	22,228	35.0%	114
HH Has 3+ Vehicles Covered with Auto Insurance	19,160	30.2%	119

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	35,274	55.5%	108
HH Owns 1+ Cats	15,113	23.8%	99
HH Owns 1+ Dogs	26,884	42.3%	111
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	18,096	14.5%	90
Buying American Is Important: 4-Agr Cmpl	35,429	28.4%	104
Buy Based on Quality Not Price: 4-Agr Cmpl	17,162	13.7%	97
Buy on Credit Rather Than Wait: 4-Agr Cmpl	15,616	12.5%	102
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	11,776	9.4%	95
Will Pay More for Environ Safe Products: 4-Agr Cmpl	11,976	9.6%	88
Buy Based on Price Not Brands: 4-Agr Cmpl	32,228	25.8%	94
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	3,770	3.0%	77
Reading (Adults)			
Bought Digital Book Last 12 Mo	24,767	19.8%	112
Bought Hardcover Book Last 12 Mo	34,827	27.9%	108
Bought Paperback Book Last 12 Mo	44,847	35.9%	106
Read Daily Newspaper (Paper Version)	7,892	6.3%	90
Read Digital Newspaper Last 30 Days	67,366	53.9%	99
Read Magazine (Paper or Electronic Version) Last 6 Mo	109,690	87.8%	101

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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	95,552	76.5%	105
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	32,283	25.8%	106
Went to Fast Food or Drive-In Restaurant Last 6 Mo	115,556	92.5%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	49,111	39.3%	99
Ordered Eat-In Fast Food Last 6 Mo	43,786	35.0%	105
Ordered Home Delivery Fast Food Last 6 Mo	13,823	11.1%	90
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	65,249	52.2%	107
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	29,249	23.4%	102
Television & Electronics (Adults/Households)			
Own Tablet	74,985	60.0%	107
Own E-Reader	23,724	19.0%	116
Own E-Reader or Tablet: Apple iPad	52,624	42.1%	116
HH Owns Internet Connectable TV	28,895	45.5%	110
Own Portable MP3 Player	10,578	8.5%	110
HH Owns 1 TV	10,191	16.0%	81
HH Owns 2 TVs	16,858	26.5%	96
HH Owns 3 TVs	14,551	22.9%	104
HH Owns 4+ TVs	17,688	27.9%	127
HH Subscribes to Cable TV	18,786	29.6%	105
HH Subscribes to Fiber Optic TV	2,573	4.0%	125
HH Owns Portable GPS Device	11,946	18.8%	113
HH Purchased Video Game System Last 12 Mo	3,866	6.1%	86
HH Owns Internet Video Device for TV	36,985	58.2%	111

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	86,152	69.0%	111
Took 3+ Domestic Non-Business Trips Last 12 Mo	26,350	21.1%	115
Spent \$1-999 on Domestic Vacations Last 12 Mo	13,579	10.9%	99
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	9,383	7.5%	108
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	7,035	5.6%	118
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	8,437	6.8%	120
Spent \$3K+ on Domestic Vacations Last 12 Mo	19,693	15.8%	133
Used Internet Travel Site for Domestic Trip Last 12 Mo	8,789	7.0%	110
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	41,972	33.6%	110
Took 3+ Foreign Trips by Plane Last 3 Yrs	7,850	6.3%	113
Spent \$1-999 on Foreign Vacations Last 12 Mo	5,670	4.5%	107
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	5,254	4.2%	98
Spent \$3K+ on Foreign Vacations Last 12 Mo	14,520	11.6%	120
Used General Travel Site: Foreign Trip Last 3 Yrs	7,289	5.8%	109
Spent Night at Hotel or Motel Last 12 Mo	76,538	61.3%	112
Took Cruise of More Than One Day Last 3 Yrs	13,240	10.6%	120
Member of Frequent Flyer Program	43,666	35.0%	127
Member of Hotel Rewards Program	45,192	36.2%	123

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Retail Market Potential

Fremont, Nebraska



Drive time band: 30 - 60 minute radius

Demographic Summary		2025	2030
Population		1,085,850	1,113,080
Population 18+		831,612	864,167
Households		432,875	447,967
Median Household Income		\$76,574	\$85,236
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	530,633	63.8%	101
Bought Women`s Clothing Last 12 Mo	434,221	52.2%	100
Bought Shoes Last 12 Mo	633,379	76.2%	101
Bought Fine Jewelry Last 12 Mo	181,395	21.8%	99
Bought Watch Last 12 Mo	105,137	12.6%	99
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	392,116	90.6%	101
HH Bought or Leased New Vehicle Last 12 Mo	35,547	8.2%	97
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	752,480	90.5%	101
Bought or Changed Motor Oil Last 12 Mo	462,015	55.6%	103
Had Vehicle Tune-Up Last 12 Mo	187,755	22.6%	98
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	330,244	39.7%	104
Drank Beer or Ale Last 6 Mo	309,311	37.2%	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.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	68,443	8.2%	97
Own Digital SLR Camera or Camcorder	77,199	9.3%	96
Printed Digital Photos Last 12 Mo	209,678	25.2%	101
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	293,147	35.3%	102
Have a Smartphone	785,742	94.5%	100
Have Android Phone (Any Brand) Smartphone	323,415	38.9%	104
Have Apple iPhone Smartphone	479,930	57.7%	98
HH Owns 1 Cell Phone	135,375	31.3%	104
HH Owns 2 Cell Phones	165,410	38.2%	99
HH Owns 3+ Cell Phones	122,033	28.2%	98
HH Has Cell Phone Only (No Landline Telephone)	340,826	78.7%	105
Computers (Households)			
HH Owns Computer	358,062	82.7%	100
HH Owns Desktop Computer	158,871	36.7%	98
HH Owns Laptop or Notebook	297,753	68.8%	100
HH Owns Apple or Mac Brand Computer	100,851	23.3%	93
HH Owns PC or Non-Apple Brand Computer	303,809	70.2%	101
HH Purchased Most Recent Home Computer at Store	152,261	35.2%	100
HH Purchased Most Recent Home Computer Online	116,923	27.0%	100
HH Spent \$1-499 on Most Recent Home Computer	58,459	13.5%	104
HH Spent \$500-999 on Most Recent Home Computer	78,630	18.2%	103
HH Spent \$1K-1499 on Most Recent Home Computer	47,009	10.9%	98
HH Spent \$1500-1999 on Most Recent Home Computer	16,283	3.8%	92
HH Spent \$2000+ on Most Recent Home Computer	26,512	6.1%	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.

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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	571,840	68.8%	104
Bought Brewed Coffee at Convenience Store Last 30 Days	106,297	12.8%	102
Bought Cigarettes at Convenience Store Last 30 Days	52,756	6.3%	111
Bought Gas at Convenience Store Last 30 Days	370,877	44.6%	109
Spent \$1-19 at Convenience Store Last 30 Days	52,578	6.3%	100
Spent \$20-39 at Convenience Store Last 30 Days	69,100	8.3%	103
Spent \$40-50 at Convenience Store Last 30 Days	53,603	6.5%	102
Spent \$51-99 at Convenience Store Last 30 Days	47,945	5.8%	108
Spent \$100+ at Convenience Store Last 30 Days	221,710	26.7%	108
Entertainment (Adults)			
Attended Movie Last 6 Mo	446,543	53.7%	101
Went to Live Theater Last 12 Mo	95,572	11.5%	99
Went to Bar or Night Club Last 12 Mo	166,995	20.1%	104
Dined Out Last 12 Mo	462,380	55.6%	99
Gambled at Casino Last 12 Mo	104,189	12.5%	98
Visited Theme Park Last 12 Mo	151,924	18.3%	97
Viewed Movie (Video-on-Demand) Last 30 Days	60,992	7.3%	89
Viewed TV Show (Video-on-Demand) Last 30 Days	41,087	4.9%	90
Used Internet to Download Movie Last 30 Days	57,301	6.9%	102
Downloaded Individual Song Last 6 Mo	151,348	18.2%	100
Used Internet to Watch Movie Last 30 Days	301,666	36.3%	103
Used Internet to Watch TV Program Last 30 Days	194,458	23.4%	103
Played (Console) Video or Electronic Game Last 12 Mo	119,391	14.4%	112
Played (Portable) Video or Electronic Game Last 12 Mo	64,905	7.8%	107

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	297,627	35.8%	101
Used ATM or Cash Machine Last 12 Mo	500,523	60.2%	99
Own Any Stock	104,343	12.6%	91
Own U.S. Savings Bonds	60,971	7.3%	98
Own Shares in Mutual Fund (Stocks)	91,529	11.0%	92
Own Shares in Mutual Fund (Bonds)	59,443	7.2%	93
Have Interest Checking Account	305,791	36.8%	98
Have Non-Interest Checking Account	305,177	36.7%	101
Have Savings Account	599,242	72.1%	100
Have 401(k) Retirement Savings Plan	207,278	24.9%	103
Own or Used Any Credit or Debit Card Last 12 Mo	765,097	92.0%	100
Avg \$1-110 Monthly Credit Card Expenditures	165,819	19.9%	102
Avg \$111-225 Monthly Credit Card Expenditures	98,953	11.9%	97
Avg \$226-450 Monthly Credit Card Expenditures	70,667	8.5%	101
Avg \$451-700 Monthly Credit Card Expenditures	72,429	8.7%	100
Avg \$701-1000 Monthly Credit Card Expenditures	62,874	7.6%	97
Avg \$1001-2000 Monthly Credit Card Expenditures	89,981	10.8%	94
Avg \$2001+ Monthly Credit Card Expenditures	97,212	11.7%	87
Did Online Banking Last 12 Mo	463,337	55.7%	100
Did Mobile Device Banking Last 12 Mo	416,085	50.0%	102
Grocery (Adults)			
HH Used Bread Last 6 Mo	407,389	94.1%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	330,383	76.3%	100
HH Used Turkey (Fresh or Frozen) Last 6 Mo	86,478	20.0%	100
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	242,136	55.9%	98
HH Used Fresh Fruit or Vegetables Last 6 Mo	389,167	89.9%	99
HH Used Fresh Milk Last 6 Mo	355,003	82.0%	100
HH Used Organic Food Last 6 Mo	101,330	23.4%	94

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	376,173	45.2%	99
Exercise at Club 2+ Times Per Week	108,511	13.1%	98
Visited Doctor Last 12 Mo	656,646	79.0%	99
Used Vitamins or Dietary Supplements Last 6 Mo	530,449	63.8%	98
Home (Households)			
HH Did Home Improvement Last 12 Mo	145,424	33.6%	99
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	143,117	33.1%	97
HH Purchased Low Ticket HH Furnishing Last 12 Mo	95,293	22.0%	105
HH Purchased Big Ticket HH Furnishing Last 12 Mo	109,023	25.2%	105
HH Bought Small Kitchen Appliance Last 12 Mo	102,021	23.6%	103
HH Purchased Large Appliance/12 Mo	78,843	18.2%	102
Insurance (Adults/Households)			
Currently Carry Life Insurance	429,079	51.6%	102
Personally Carry Any Medical or Hospital or Accident Insurance	701,287	84.3%	100
Homeowner Carries Insurance on Home/Personal Property	483,625	58.2%	99
Renter Carries Insurance on Home/Personal Property	121,454	14.6%	110
HH Has 1 Vehicle Covered with Auto Insurance	145,781	33.7%	104
HH Has 2 Vehicles Covered with Auto Insurance	135,573	31.3%	102
HH Has 3+ Vehicles Covered with Auto Insurance	104,915	24.2%	95

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

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	225,416	52.1%	101
HH Owns 1+ Cats	106,774	24.7%	103
HH Owns 1+ Dogs	164,651	38.0%	100
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	129,856	15.6%	98
Buying American Is Important: 4-Agr Cmpl	226,393	27.2%	99
Buy Based on Quality Not Price: 4-Agr Cmpl	116,145	14.0%	98
Buy on Credit Rather Than Wait: 4-Agr Cmpl	98,362	11.8%	96
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	80,979	9.7%	98
Will Pay More for Environ Safe Products: 4-Agr Cmpl	89,326	10.7%	98
Buy Based on Price Not Brands: 4-Agr Cmpl	233,478	28.1%	103
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	34,686	4.2%	106
Reading (Adults)			
Bought Digital Book Last 12 Mo	145,722	17.5%	99
Bought Hardcover Book Last 12 Mo	216,391	26.0%	101
Bought Paperback Book Last 12 Mo	282,345	34.0%	101
Read Daily Newspaper (Paper Version)	52,020	6.3%	89
Read Digital Newspaper Last 30 Days	451,859	54.3%	100
Read Magazine (Paper or Electronic Version) Last 6 Mo	720,771	86.7%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	614,352	73.9%	102
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	207,600	25.0%	102
Went to Fast Food or Drive-In Restaurant Last 6 Mo	766,885	92.2%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	343,708	41.3%	104
Ordered Eat-In Fast Food Last 6 Mo	277,021	33.3%	100
Ordered Home Delivery Fast Food Last 6 Mo	107,318	12.9%	105
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	427,965	51.5%	106
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	187,007	22.5%	98
Television & Electronics (Adults/Households)			
Own Tablet	457,310	55.0%	98
Own E-Reader	132,409	15.9%	97
Own E-Reader or Tablet: Apple iPad	286,650	34.5%	95
HH Owns Internet Connectable TV	181,501	41.9%	101
Own Portable MP3 Player	65,177	7.8%	102
HH Owns 1 TV	84,288	19.5%	99
HH Owns 2 TVs	120,858	27.9%	101
HH Owns 3 TVs	94,693	21.9%	99
HH Owns 4+ TVs	96,676	22.3%	102
HH Subscribes to Cable TV	113,901	26.3%	93
HH Subscribes to Fiber Optic TV	11,882	2.7%	85
HH Owns Portable GPS Device	70,765	16.4%	98
HH Purchased Video Game System Last 12 Mo	27,387	6.3%	90
HH Owns Internet Video Device for TV	232,832	53.8%	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	510,391	61.4%	99
Took 3+ Domestic Non-Business Trips Last 12 Mo	147,315	17.7%	97
Spent \$1-999 on Domestic Vacations Last 12 Mo	96,219	11.6%	105
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	56,959	6.8%	99
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	38,376	4.6%	97
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	46,040	5.5%	99
Spent \$3K+ on Domestic Vacations Last 12 Mo	93,349	11.2%	94
Used Internet Travel Site for Domestic Trip Last 12 Mo	50,109	6.0%	94
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	230,121	27.7%	91
Took 3+ Foreign Trips by Plane Last 3 Yrs	38,728	4.7%	84
Spent \$1-999 on Foreign Vacations Last 12 Mo	32,656	3.9%	93
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	33,154	4.0%	93
Spent \$3K+ on Foreign Vacations Last 12 Mo	70,266	8.4%	87
Used General Travel Site: Foreign Trip Last 3 Yrs	37,563	4.5%	84
Spent Night at Hotel or Motel Last 12 Mo	450,660	54.2%	99
Took Cruise of More Than One Day Last 3 Yrs	69,751	8.4%	95
Member of Frequent Flyer Program	209,011	25.1%	91
Member of Hotel Rewards Program	236,335	28.4%	97

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