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Omaha Trade Area Study No. 03: License Plate Survey of Eight Major Shopping Points

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OMAHA TRADE AREA STUDY NO. 3

LICENSE PLATE SURVEY

OF EIGHT MAJOR SHOPPING POINTS

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Omaha Urban Area Research Project

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December 1967

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OMAHA TRADE AREA SURVEY NUMBER 3

LICENSE PLATE SURVEY OF THE EIGHT MAJOR SHOPPING POINTS

This study represents the second in a series of license plate surveys to aid in a delimitation of Omaha's retail trade area.¹ The method utilized was a tabulation of license plate numbers at the major shopping points in Omaha, namely, the parking lots of Brandeis downtown, Crossroads and Westroads. Discussion is limited to two of the three large centers because this is the initial year for the opening of Westroads. Other shopping centers surveyed were Southroads, Skag-Way, GEM, Gulf Mart, and the Center.

The survey technique consisted of counting license plate numbers by county and state in the parking lots during December 8th and 9th, 1967.² This period, corresponding to the previous study, was chosen because it was felt that the Omaha regional nodality can be best expressed during the Christmas shopping season.

Survey data have been tabulated for all eight shopping centers by using the maximum number of cars in a given parking area, at selected times, from a county and/or state for either of the two survey dates. Maps for each of the shopping centers illustrating their separate trade areas are included.

CROSSROADS - The Crossroads retail trade area is the largest of all centers surveyed in Omaha. A noted increase in the number of Iowa cars over the 1966 survey was especially evident in the counties adjacent to the recently completed section of Interstate 29 north of Council Bluffs. The pattern for

¹Retallick, Harold J. and Gildersleeve, Charles R., Omaha Trade Area Study No. 1: License Plate Survey of Two Major Shopping Points, Omaha: University of Omaha, Omaha Urban Area Research Project, February, 1967.

²Data were collected by Harold J. Retallick, Garth Adams, Robert Betz, Evelyn Burnett, James Cook, John Knickman, Donald Lea, Robert Osinski, James Shephard, David Thorndike, and John Wilhelm.

Nebraska coincided with the 1966 survey indicating that a significant number of shoppers came from counties contiguous to Douglas and counties along Interstate 80 to the west.

BRANDEIS DOWNTOWN PARKING - The parking garage serves the downtown area, which, while heavily local, attracts shoppers from the surrounding area, especially from southwestern Iowa. The survey reflected a general decline in car representation of the surrounding counties over the 1966 survey.

WESTROADS - Westroads, only partially completed at the time of the survey, showed considerable strength in the Omaha SMSA (Douglas, Sarpy, and Pottawattamie counties) and a limited number of cars from outlying counties. The trade area, although less contiguous and with a fewer number of cars, is similar to the attraction area of the Crossroads.

SOUTHROADS - Southroads, though strongly patronized by Douglas and Sarpy counties and by Offutt Air Force Base personnel and dependents, appears to serve as a major shopping center for the counties south and east of the shopping complex.

CENTER - The Center continues to be a community shopping center.

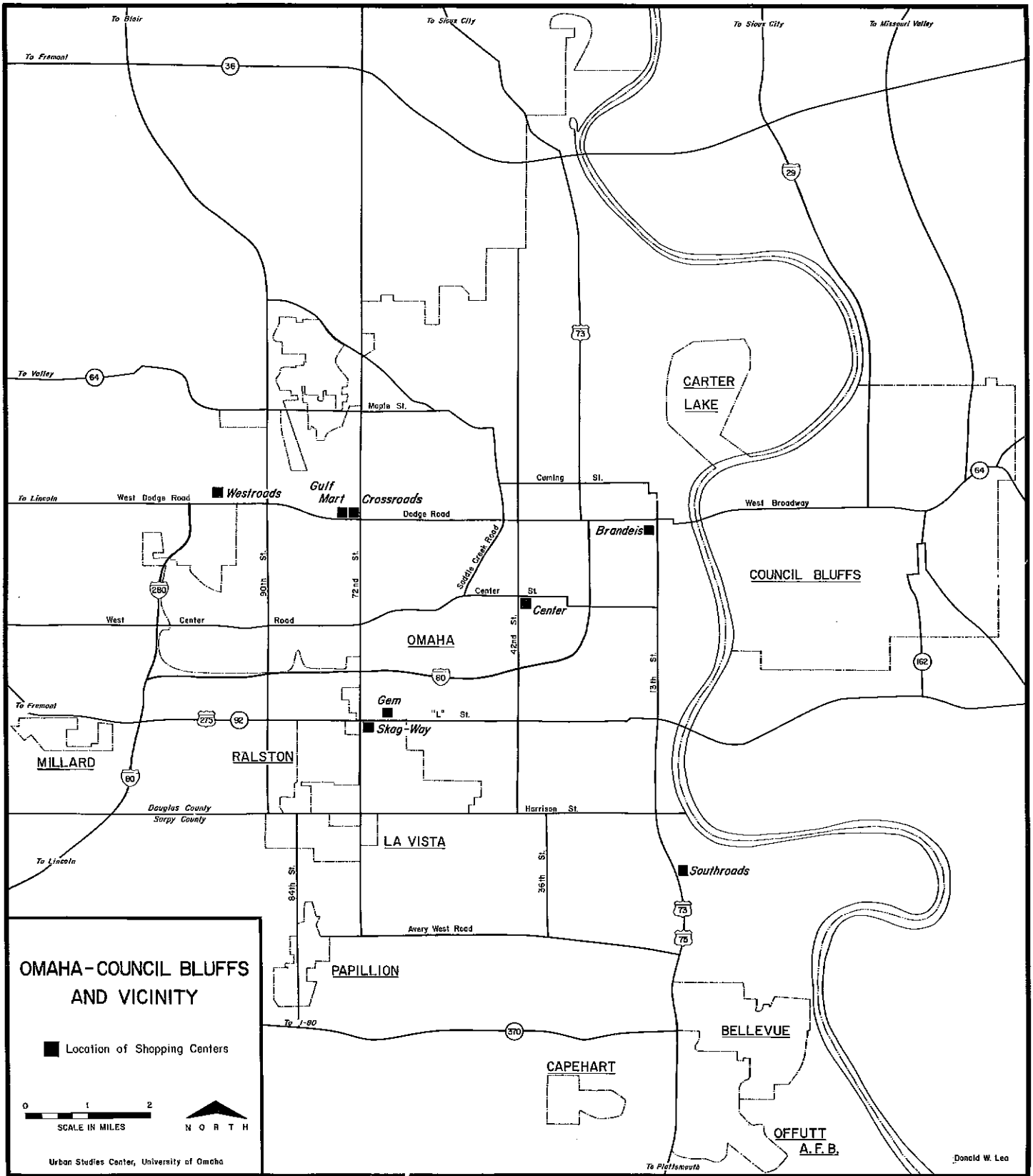
GULF MART - Gulf Mart, a recent addition to the Crossroads complex, was first surveyed this year and its trade area analysis is obscured by the pedestrian traffic between the two centers.

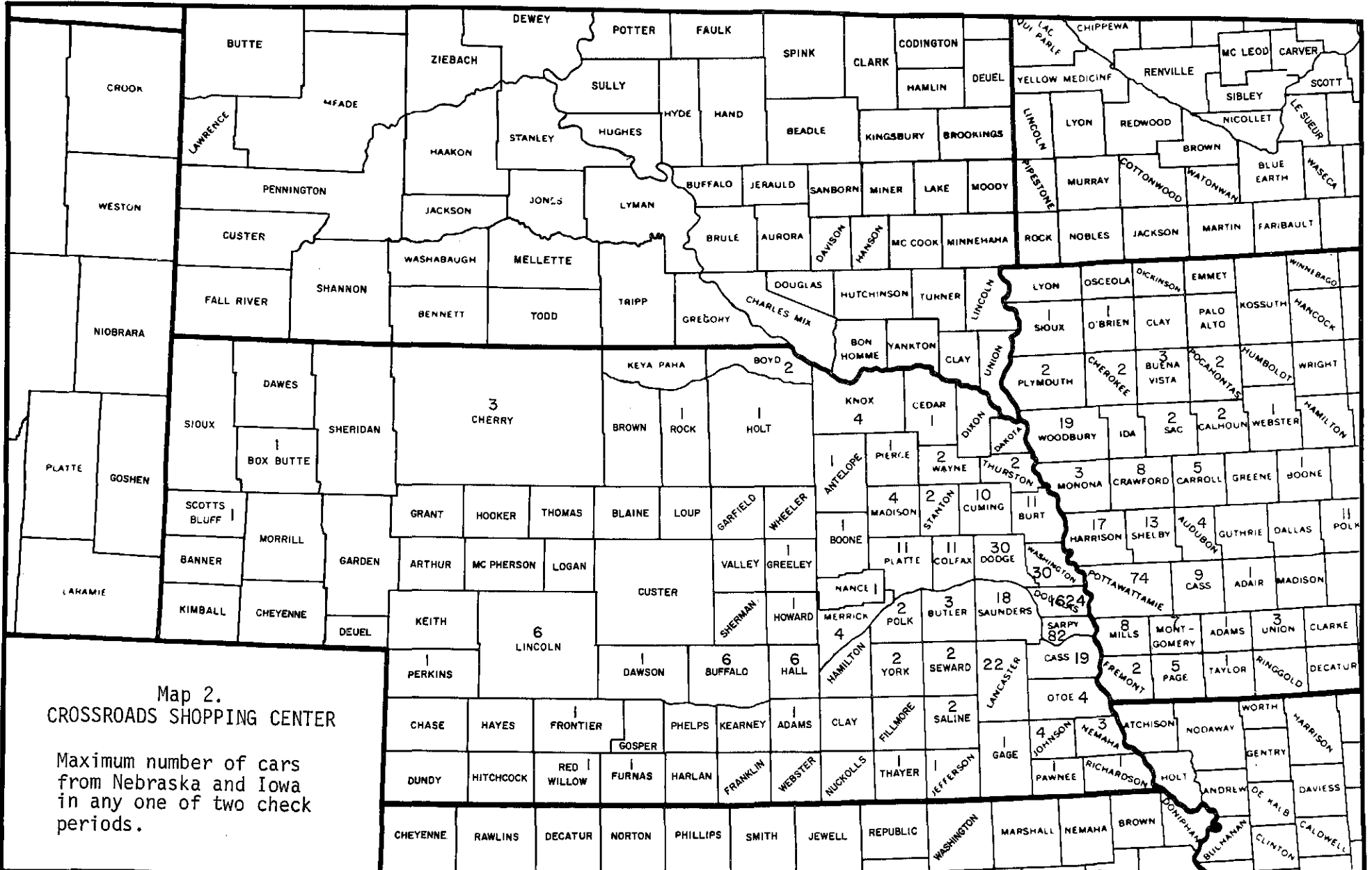
SKAG-WAY - This shopping center is locally oriented. It draws most of its customers from Douglas and Sarpy counties and generally from the adjacent Nebraska counties. A noted absence is the lack of any sizeable amount of cars originating in Iowa.

GEM - GEM is a community shopping center drawing almost exclusively from Douglas and Sarpy counties.

SUMMARY

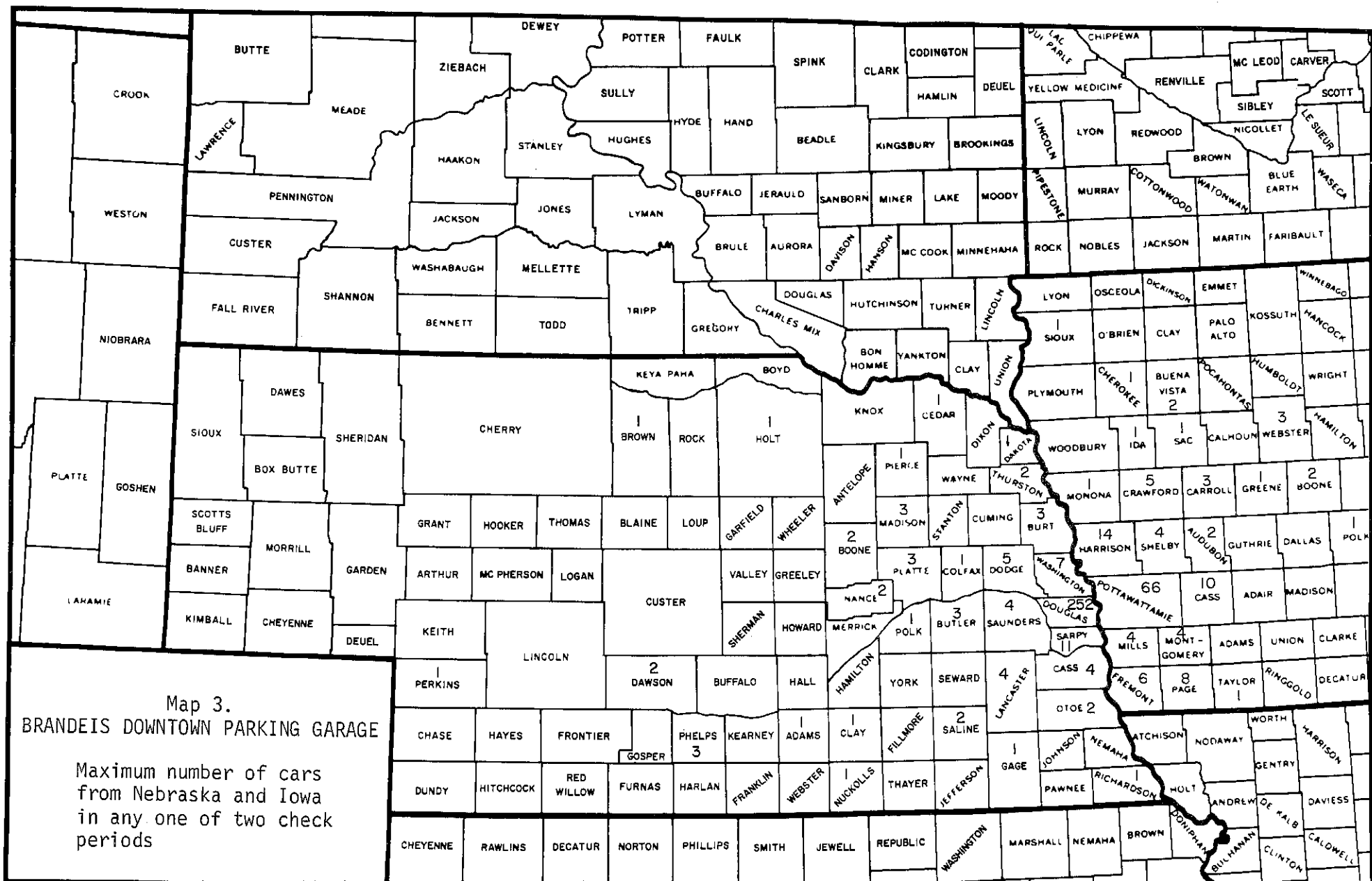
The second survey of shopping centers in the Omaha SMSA represents the first opportunity to offer a broad generalization of a continuing study of Omaha's retail trade area. The number of surveys conducted have not been sufficient to draw reliable trends of movements or change in the determination of the retail trade area. However, from the information obtained to date, it would appear that the trade area of Omaha is attracting an increasing number of shoppers from Southwest Iowa as well as from eastern Nebraska counties. Maps and tables have been included as a source of information as well as for a permanent record of the 1967 survey.





Map 2.
CROSSROADS SHOPPING CENTER

Maximum number of cars
from Nebraska and Iowa
in any one of two check
periods.



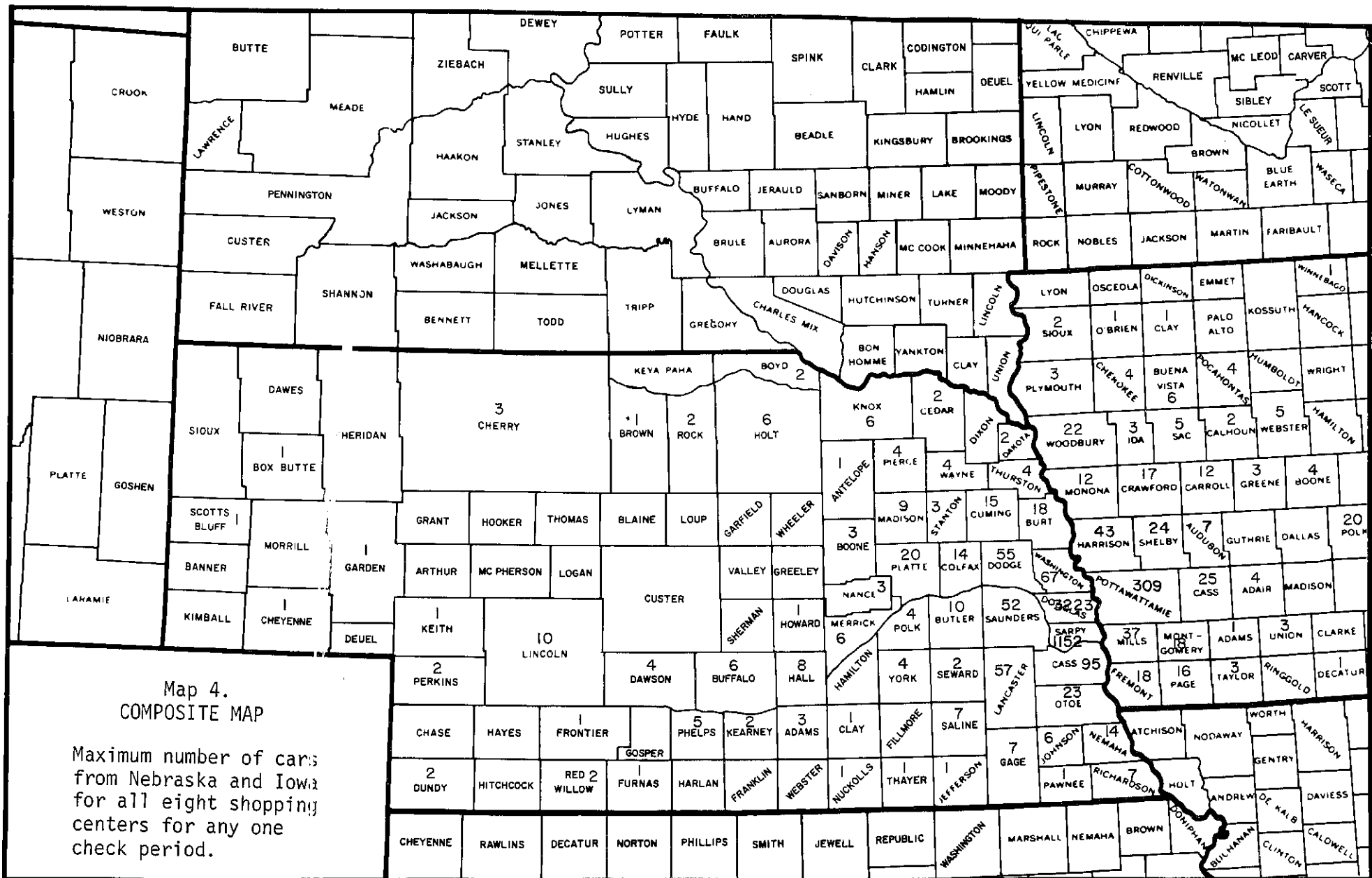


Table 1
 CROSSROADS SHOPPING CENTER: A LICENSE PLATE COUNT
 OF NEBRASKA COUNTIES*

	<u>1966</u>	<u>1967</u>		<u>1966</u>	<u>1967</u>		<u>1966</u>	<u>1967</u>
Adams	1	1	Frontier	0	1	Nance	1	1
Antelope	2	1	Furnas	0	1	Nemaha	3	3
Arthur	1	0	Gage	3	1	Nuckolls	2	0
Banner	0	0	Garden	0	0	Otoe	7	4
Blaine	0	0	Garfield	0	0	Pawnee	2	1
Boone	1	1	Gosper	0	0	Perkins	0	1
Box Butte	0	1	Grant	1	0	Phelps	0	0
Boyd	1	2	Greeley	2	1	Pierce	2	1
Brown	1	0	Hall	4	6	Platte	16	11
Buffalo	2	6	Hamilton	0	0	Polk	4	2
Burt	10	11	Harlan	0	0	Red Willow	1	1
Butler	6	3	Hayes	1	0	Richardson	2	1
Cass	13	19	Hitchcock	0	0	Rock	3	1
Cedar	3	1	Holt	6	1	Saline	2	2
Chase	0	0	Hooker	0	0	Sarpy	82	82
Cherry	1	3	Howard	2	1	Saunders	24	18
Cheyenne	1	0	Jefferson	2	1	Scotts Bluff	3	1
Clay	6	0	Johnson	3	4	Seward	1	2
Colfax	5	11	Kearney	0	0	Sheridan	0	0
Cuming	7	10	Keith	0	0	Sherman	0	0
Custer	3	1	Keya Paha	0	0	Sioux	0	0
Dakota	0	0	Kimball	0	0	Stanton	1	2
Dawes	0	0	Knox	2	4	Thayer	0	1
Dawson	4	1	Lancaster	25	22	Thomas	1	0
Deuel	0	0	Lincoln	2	6	Thurston	1	2
Dixon	1	0	Logan	0	0	Valley	2	0
Dodge	32	30	Loup	1	0	Washington	26	30
Douglas	2,194	1,624	McPherson	0	0	Wayne	6	2
Dundy	0	0	Madison	16	4	Webster	0	0
Fillmore	1	0	Merrick	2	4	Wheeler	1	0
Franklin	0	0	Morrill	0	0	York	17	2

*Maximum number of cars from a county in any one check period.

Table 2
 CROSSROADS SHOPPING CENTER: A LICENSE PLATE COUNT
 OF IOWA COUNTIES REPRESENTED*

	<u>1966</u>	<u>1967</u>		<u>1966</u>	<u>1967</u>		<u>1966</u>	<u>1967</u>
Adair	2	1	Greene	1	0	Plymouth	1	2
Adams	4	1	Guthrie	1	0	Pocahontas	2	2
Audubon	1	4	Hamilton	0	0	Polk	3	11
Boone	2	1	Hancock	0	0	Pottawattamie	53	74
Buena Vista	2	3	Harrison	15	17	Ringgold	0	0
Calhoun	2	2	Humboldt	1	0	Sac	1	2
Carroll	3	5	Ida	1	0	Shelby	8	13
Cass	4	9	Kossuth	2	0	Sioux	1	1
Cherokee	3	2	Lyon	1	0	Taylor	2	1
Clarke	0	0	Madison	0	0	Union	1	3
Clay	1	0	Mills	5	8	Webster	4	1
Crawford	5	8	Monona	1	3	Winnebago	0	0
Dallas	1	0	Montgomery	3	7	Woodbury	0	19
Decatur	1	0	O'Brien	1	1	Wright	0	0
Dickinson	1	0	Osceola	0	0	Other	14	7
Emmett	1	0	Page	6	5			
Fremont	3	2	Palo Alto	0	0			

* Maximum number of cars from a county in any one check period.

Table 3
 CROSSROADS SHOPPING CENTER: A LICENSE PLATE COUNT
 BY STATE*

	<u>1966</u>	<u>1967</u>		<u>1966</u>	<u>1967</u>		<u>1966</u>	<u>1967</u>
Alabama	4	1	Kentucky	1	1	North Dakota	3	1
Alaska	1	0	Louisiana	2	4	Ohio	3	5
Arizona	3	1	Maine	0	0	Oklahoma	2	1
Arkansas	2	1	Maryland	2	1	Oregon	2	1
California	9	12	Massachusetts	2	1	Pennsylvania	4	1
Colorado	6	7	Michigan	3	2	Rhode Island	1	1
Connecticut	1	2	Minnesota	8	6	South Carolina	1	1
Delaware	1	0	Mississippi	2	0	South Dakota	6	11
Dist. of Columbia	0	1	Missouri	7	9	Tennessee	0	1
Florida	2	1	Montana	2	1	Texas	7	4
Georgia	2	1	Nebraska	2,421	1,955	Utah	1	2
Hawaii	1	0	Nevada	2	1	Vermont	0	0
Idaho	0	1	New Hampshire	1	1	Virginia	2	3
Illinois	9	5	New Jersey	2	2	Washington	0	1
Indiana	2	1	New Mexico	1	1	West Virginia	1	2
Iowa	113	208	New York	3	2	Wisconsin	5	4
Kansas	8	7	North Carolina	3	2	Wyoming	1	0

* Maximum number of cars from a state in any one check period.

Table 4
 CROSSROADS SHOPPING CENTER: A COMPOSITE RANKING OF
 NEBRASKA AND IOWA COUNTIES, 1967*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Nebraska	Douglas	1,624	1
Nebraska	Sarpy	82	2
Iowa	Pottawattamie	74	3
Nebraska	Dodge	30	4
Nebraska	Washington	30	4
Nebraska	Lancaster	22	6
Nebraska	Cass	19	7
Iowa	Woodbury	19	7
Nebraska	Saunders	18	9
Iowa	Harrison	17	10
Iowa	Shelby	13	11
Nebraska	Burt	11	12
Nebraska	Colfax	11	12
Nebraska	Platte	11	12
Iowa	Polk	11	12
Nebraska	Cuming	10	16
Iowa	Cass	9	17
Iowa	Crawford	8	18
Iowa	Mills	8	18
Iowa	Montgomery	7	20
Nebraska	Buffalo	6	21
Nebraska	Hall	6	21
Nebraska	Lincoln	6	21
Iowa	Carroll	5	24
Iowa	Page	5	24
Nebraska	Johnson	4	26
Nebraska	Knox	4	26
Nebraska	Otoe	4	26
Nebraska	Madison	4	26
Nebraska	Merrick	4	26
Iowa	Audubon	4	26
Nebraska	Butler	3	32
Nebraska	Cherry	3	32
Nebraska	Nemaha	3	32
Iowa	Union	3	32
Iowa	Monona	3	32

* Maximum number of cars in any one check period.

Table 5

BRANDEIS DOWNTOWN PARKING GARAGE: A LICENSE PLATE
COUNT OF NEBRASKA COUNTIES*

	<u>1966</u>	<u>1967</u>		<u>1966</u>	<u>1967</u>		<u>1966</u>	<u>1967</u>
Adams	1	1	Frontier	0	0	Nance	1	2
Antelope	0	0	Furnas	1	0	Nemaha	5	0
Arthur	0	0	Gage	0	1	Nuckolls	0	1
Banner	0	0	Garden	0	0	Otoe	1	2
Blaine	0	0	Garfield	0	0	Pawnee	1	0
Boone	1	2	Gosper	0	0	Perkins	0	1
Box Butte	1	0	Grant	0	0	Phelps	0	3
Boyd	0	0	Greeley	0	0	Pierce	0	1
Brown	0	1	Hall	2	0	Platte	5	3
Buffalo	1	0	Hamilton	1	0	Polk	3	1
Burt	4	3	Harlan	0	0	Red Willow	0	0
Butler	1	3	Hayes	0	0	Richardson	1	1
Cass	8	4	Hitchcock	0	0	Rock	0	0
Cedar	0	1	Holt	12	1	Saline	2	2
Chase	0	0	Hooker	0	0	Sarpy	40	11
Cherry	0	0	Howard	0	0	Saunders	3	4
Cheyenne	3	0	Jefferson	0	0	Scotts Bluff	1	0
Clay	1	1	Johnson	1	0	Seward	0	0
Colfax	4	1	Kearney	2	0	Sheridan	0	0
Cuming	5	0	Keith	0	0	Sherman	0	0
Custer	0	0	Keya Paha	1	0	Sioux	0	0
Dakota	0	0	Kimball	0	0	Stanton	0	0
Dawes	0	0	Knox	1	0	Thayer	0	0
Dawson	0	2	Lancaster	6	4	Thomas	0	0
Deuel	0	0	Lincoln	0	0	Thurston	0	2
Dixon	2	0	Logan	0	0	Valley	1	0
Dodge	9	7	Loup	0	0	Washington	8	5
Douglas	528	252	McPherson	0	0	Wayne	1	0
Dundy	1	0	Madison	1	3	Webster	0	0
Fillmore	0	0	Merrick	0	0	Wheeler	0	0
Franklin	0	0	Morrill	0	0	York	2	0

* Maximum number of cars from a county in any one check period.

Table 6
 BRANDEIS DOWNTOWN PARKING GARAGE: A LICENSE PLATE
 COUNT OF IOWA COUNTIES REPRESENTED*

	<u>1966</u>	<u>1967</u>		<u>1966</u>	<u>1967</u>		<u>1966</u>	<u>1967</u>
Adair	1	0	Greene	0	0	Plymouth	2	0
Adams	0	0	Guthrie	0	0	Pocahontas	0	0
Audubon	1	2	Hamilton	0	0	Polk	1	1
Boone	0	2	Hancock	0	0	Pottawattamie	71	66
Buena Vista	5	2	Harrison	19	14	Ringgold	1	0
Calhoun	0	0	Humboldt	0	0	Sac	1	1
Carroll	3	3	Ida	0	1	Shelby	14	4
Cass	7	10	Kossuth	0	0	Sioux	2	1
Cherokee	1	1	Lyon	0	0	Taylor	2	1
Clarke	0	0	Madison	0	0	Union	1	0
Clay	0	0	Mills	11	4	Webster	0	3
Crawford	3	5	Monona	1	1	Winnebago	0	0
Dallas	1	0	Montgomery	4	4	Woodbury	0	0
Decatur	0	0	O'Brien	0	0	Wright	0	0
Dickinson	0	0	Osceola	0	0	Other	5	2
Emmett	0	0	Page	11	8			
Fremont	6	6	Palo Alto	0	0			

* Maximum number of cars from a county in any one check period.

Table 7
 BRANDEIS DOWNTOWN PARKING GARAGE: A LICENSE PLATE
 COUNT BY STATE*

	<u>1966</u>	<u>1967</u>		<u>1966</u>	<u>1967</u>		<u>1966</u>	<u>1967</u>
Alabama	0	1	Kentucky	0	0	North Dakota	0	1
Alaska	0	0	Louisiana	2	0	Ohio	1	0
Arizona	1	0	Maine	1	0	Oklahoma	1	0
Arkansas	0	0	Maryland	0	1	Oregon	0	0
California	1	0	Massachusetts	1	0	Pennsylvania	0	0
Colorado	1	2	Michigan	1	0	Rhode Island	0	0
Connecticut	0	0	Minnesota	2	0	South Carolina	1	0
Delaware	0	0	Mississippi	0	0	South Dakota	2	3
Dist.of Columbia	0	0	Missouri	10	7	Tennessee	1	0
Florida	0	0	Montana	1	0	Texas	4	0
Georgia	0	0	Nebraska	673	326	Utah	0	0
Hawaii	0	0	Nevada	0	2	Vermont	0	0
Idaho	0	0	New Hampshire	0	0	Virginia	0	0
Illinois	1	0	New Jersey	1	0	Washington	0	0
Indiana	1	0	New Mexico	1	0	West Virginia	0	0
Iowa	175	143	New York	0	1	Wisconsin	0	0
Kansas	7	2	North Carolina	2	0	Wyoming	1	0

* Maximum number of cars from a state in any one check period.

Table 8
 BRANDEIS DOWNTOWN PARKING GARAGE: A COMPOSITE RANKING
 OF NEBRASKA AND IOWA COUNTIES, 1967*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Nebraska	Douglas	252	1
Iowa	Pottawattamie	66	2
Iowa	Harrison	14	3
Nebraska	Sarpy	11	4
Iowa	Page	8	5
Nebraska	Washington	7	6
Iowa	Fremont	6	7
Iowa	Crawford	5	8
Nebraska	Dodge	5	8
Nebraska	Cass	4	10
Nebraska	Lancaster	4	10
Iowa	Mills	4	10
Iowa	Montgomery	4	10
Nebraska	Saunders	4	10
Iowa	Shelby	4	10
Nebraska	Burt	3	16
Nebraska	Butler	3	16
Iowa	Carroll	3	16
Nebraska	Madison	3	16
Nebraska	Phelps	3	16
Nebraska	Platte	3	16
Iowa	Webster	3	16

* Maximum number of cars in any one check period.

Table 9
 WESTROADS SHOPPING CENTER: A LICENSE PLATE
 COUNT OF NEBRASKA COUNTIES, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Adams	0	Frontier	0	Nance	0
Antelope	0	Furnas	0	Nemaha	2
Arthur	0	Gage	2	Nuckolls	0
Banner	0	Garden	1	Otoe	2
Blaine	0	Garfield	0	Pawnee	0
Boone	0	Gosper	0	Perkins	0
Box Butte	0	Grant	0	Phelps	1
Boyd	0	Greeley	1	Pierce	0
Brown	0	Hall	1	Platte	1
Buffalo	0	Hamilton	0	Polk	0
Burt	1	Harlan	0	Red Willow	0
Butler	0	Hayes	0	Richardson	0
Cass	6	Hitchcock	0	Rock	0
Cedar	0	Holt	3	Saline	0
Chase	0	Hooker	0	Sarpy	35
Cherry	0	Howard	0	Saunders	0
Cheyenne	0	Jefferson	0	Scotts Bluff	0
Clay	1	Johnson	0	Seward	0
Colfax	0	Kearney	1	Sheridan	0
Cuming	1	Keith	0	Sherman	0
Custer	0	Keya Paha	0	Sioux	0
Dakota	0	Kimball	0	Stanton	1
Dawes	0	Knox	0	Thayer	0
Dawson	1	Lancaster	11	Thomas	0
Deuel	0	Lincoln	4	Thurston	0
Dixon	0	Logan	0	Valley	1
Dodge	13	Loup	0	Washington	7
Douglas	628	McPherson	0	Wayne	2
Dundy	1	Madison	1	Webster	0
Fillmore	0	Merrick	0	Wheeler	0
Franklin	0	Morrill	0	York	2

* Maximum number of cars from a county in any one check period.

Table 10
 WESTROADS SHOPPING CENTER: A LICENSE PLATE
 COUNT OF IOWA COUNTIES REPRESENTED, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Adair	1	Greene	0	Plymouth	0
Adams	0	Guthrie	0	Pocahontas	1
Audubon	1	Hamilton	0	Polk	2
Boone	0	Hancock	0	Pottawattamie	35
Buena Vista	0	Harrison	2	Ringgold	0
Calhoun	0	Humboldt	0	Sac	1
Carroll	1	Ida	1	Shelby	1
Cass	0	Kossuth	0	Sioux	0
Cherokee	0	Lyon	0	Taylor	0
Clarke	0	Madison	0	Union	0
Clay	0	Mills	1	Webster	1
Crawford	0	Monona	1	Winnebago	0
Dallas	0	Montgomery	2	Woodbury	2
Decatur	0	O'Brien	0	Wright	0
Dickinson	0	Osceola	0	Other	4
Emmett	0	Page	1		
Fremont	0	Palo Alto	0		

* Maximum number of cars from a county in any one check period.

Table 11
 WESTROADS SHOPPING CENTER: A LICENSE PLATE
 COUNT BY STATE, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Alabama	0	Kentucky	0	North Dakota	1
Alaska	1	Louisiana	1	Ohio	2
Arizona	1	Maine	0	Oklahoma	0
Arkansas	0	Maryland	0	Oregon	0
California	1	Massachusetts	0	Pennsylvania	0
Colorado	4	Michigan	1	Rhode Island	0
Connecticut	0	Minnesota	3	South Carolina	1
Delaware	0	Mississippi	0	South Dakota	4
Dist.of Columbia	0	Missouri	8	Tennessee	0
Florida	1	Montana	0	Texas	3
Georgia	1	Nebraska	747	Utah	1
Hawaii	0	Nevada	0	Vermont	0
Idaho	0	New Hampshire	0	Virginia	0
Illinois	4	New Jersey	1	Washington	0
Indiana	1	New Mexico	0	West Virginia	1
Iowa	62	New York	1	Wisconsin	1
Kansas	9	North Carolina	0	Wyoming	0

* Maximum number of cars from a state in any one check period.

Table 12
 WESTROADS SHOPPING CENTER: A COMPOSITE RANKING OF
 NEBRASKA AND IOWA COUNTIES, 1967*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Nebraska	Douglas	628	1
Nebraska	Sarpy	35	2
Iowa	Pottawattamie	35	2
Nebraska	Dodge	13	4
Nebraska	Lancaster	11	5
Nebraska	Saunders	11	5
Nebraska	Washington	7	7
Nebraska	Cass	6	8
Nebraska	Lincoln	4	9
Nebraska	Cuming	3	10
Nebraska	Holt	3	10

* Maximum number of cars in any one check period.

Table 13
 SOUTHROADS SHOPPING CENTER: A LICENSE PLATE
 COUNT OF NEBRASKA COUNTIES, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Adams	0	Frontier	0	Nance	0
Antelope	0	Furnas	0	Nemaha	7
Arthur	0	Gage	1	Nuckolls	1
Banner	0	Garden	0	Otoe	11
Blaine	0	Garfield	0	Pawnee	0
Boone	0	Gosper	0	Perkins	0
Box Butte	0	Grant	0	Phelps	1
Boyd	0	Greeley	0	Pierce	1
Brown	0	Hall	0	Platte	1
Buffalo	0	Hamilton	0	Polk	0
Burt	1	Harlan	0	Red Willow	0
Butler	0	Hayes	0	Richardson	2
Cass	51	Hitchcock	0	Rock	0
Cedar	0	Holt	1	Saline	2
Chase	1	Hooker	0	Sarpy	809
Cherry	0	Howard	0	Saunders	1
Cheyenne	1	Jefferson	0	Scotts Bluff	0
Clay	0	Johnson	0	Seward	0
Colfax	0	Kearney	1	Sheridan	0
Cuming	0	Keith	1	Sherman	0
Custer	0	Keya Paha	0	Sioux	0
Dakota	0	Kimball	0	Stanton	0
Dawes	0	Knox	1	Thayer	0
Dawson	0	Lancaster	5	Thomas	0
Deuel	0	Lincoln	0	Thurston	0
Dixon	0	Logan	0	Valley	0
Dodge	0	Loup	0	Washington	1
Douglas	382	McPherson	0	Wayne	0
Dundy	1	Madison	1	Webster	0
Fillmore	0	Merrick	0	Wheeler	0
Franklin	0	Morrill	0	York	0

* Maximum number of cars from a county in any one check period.

Table 14
 SOUTHWARDS SHOPPING CENTER: A LICENSE PLATE
 COUNT OF IOWA COUNTIES REPRESENTED, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Adair	0	Greene	1	Plymouth	0
Adams	0	Guthrie	0	Pocahontas	0
Audubon	0	Hamilton	0	Polk	2
Boone	0	Hancock	0	Pottawattamie	78
Buena Vista	0	Harrison	1	Ringgold	0
Calhoun	0	Humboldt	0	Sac	1
Carroll	0	Ida	1	Shelby	0
Cass	2	Kossuth	0	Sioux	0
Cherokee	0	Lyon	0	Taylor	0
Clarke	0	Madison	0	Union	0
Clay	1	Mills	15	Webster	0
Crawford	2	Monona	0	Winnebago	0
Dallas	0	Montgomery	3	Woodbury	0
Decatur	0	O'Brien	0	Wright	0
Dickinson	0	Osceola	0	Other	7
Emmett	0	Page	2		
Fremont	8	Palo Alto	0		

* Maximum number of cars from a county in any one check period.

Table 15
 SOUTHROADS SHOPPING CENTER: A LICENSE PLATE
 COUNT BY STATE, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Alabama	1	Kentucky	1	North Dakota	4
Alaska	3	Louisiana	10	Ohio	12
Arizona	1	Maine	1	Oklahoma	0
Arkansas	2	Maryland	1	Oregon	3
California	15	Massachusetts	0	Pennsylvania	6
Colorado	4	Michigan	11	Rhode Island	1
Connecticut	3	Minnesota	5	South Carolina	2
Delaware	0	Mississippi	0	South Dakota	7
Dist.of Columbia	0	Missouri	3	Tennessee	4
Florida	6	Montana	2	Texas	20
Georgia	2	Nebraska	1,391	Utah	1
Hawaii	1	Nevada	0	Vermont	0
Idaho	2	New Hampshire	0	Virginia	1
Illinois	10	New Jersey	3	Washington	0
Indiana	4	New Mexico	4	West Virginia	2
Iowa	126	New York	2	Wisconsin	3
Kansas	11	North Carolina	3	Wyoming	3
				Guam	3

* Maximum number of cars from a state in any one check period.

Table 16
SOUTHROADS SHOPPING CENTER: A COMPOSITE RANKING OF
NEBRASKA AND IOWA COUNTIES, 1967*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Nebraska	Sarpy	809	1
Nebraska	Douglas	382	2
Iowa	Pottawattamie	78	3
Nebraska	Cass	51	4
Iowa	Mills	15	5
Nebraska	Otoe	11	6
Iowa	Fremont	8	7
Nebraska	Nemaha	7	8
Nebraska	Lancaster	5	9
Nebraska	Platte	3	10
Iowa	Montgomery	3	10

* Maximum number of cars in any one check period.

Table 17
 THE CENTER SHOPPING CENTER: A LICENSE PLATE
 COUNT OF NEBRASKA COUNTIES, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Adams	1	Frontier	0	Nance	0
Antelope	0	Furnas	0	Nemaha	0
Arthur	0	Gage	0	Nuckolls	0
Banner	0	Garden	0	Otoe	0
Blaine	0	Garfield	0	Pawnee	0
Boone	0	Gosper	0	Perkins	0
Box Butte	0	Grant	0	Phelps	0
Boyd	0	Greeley	0	Pierce	0
Brown	0	Hall	1	Platte	1
Buffalo	0	Hamilton	0	Polk	0
Burt	0	Harlan	0	Red Willow	1
Butler	0	Hayes	0	Richardson	1
Cass	0	Hitchcock	0	Rock	1
Cedar	0	Holt	0	Saline	0
Chase	0	Hooker	0	Sarpy	35
Cherry	0	Howard	0	Saunders	5
Cheyenne	0	Jefferson	0	Scotts Bluff	0
Clay	0	Johnson	0	Seward	0
Colfax	0	Kearney	0	Sheridan	0
Cuming	0	Keith	0	Sherman	0
Custer	0	Keya Paha	0	Sioux	0
Dakota	0	Kimball	0	Stanton	0
Dawes	0	Knox	0	Thayer	0
Dawson	0	Lancaster	3	Thomas	0
Deuel	0	Lincoln	0	Thurston	0
Dixon	0	Logan	0	Valley	0
Dodge	3	Loup	0	Washington	10
Douglas	107	McPherson	0	Wayne	0
Dundy	0	Madison	0	Webster	0
Fillmore	0	Merrick	0	Wheeler	0
Franklin	0	Morrill	0	York	0

* Maximum number of cars from a county in any one check period.

Table 18

THE CENTER SHOPPING CENTER: A LICENSE PLATE
COUNT OF IOWA COUNTIES REPRESENTED, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Adair	0	Greene	0	Plymouth	1
Adams	0	Guthrie	0	Pocahontas	0
Audubon	0	Hamilton	0	Polk	1
Boone	1	Hancock	0	Pottawattamie	33
Buena Vista	0	Harrison	3	Ringgold	0
Calhoun	0	Humboldt	0	Sac	0
Carroll	0	Ida	0	Shelby	1
Cass	2	Kossuth	0	Sioux	0
Cherokee	0	Lyon	0	Taylor	0
Clarke	0	Madison	0	Union	0
Clay	0	Mills	2	Webster	0
Crawford	0	Monona	4	Winnebago	0
Dallas	0	Montgomery	0	Woodbury	0
Decatur	0	O'Brien	0	Wright	0
Dickinson	0	Osceola	0	Other	2
Emmett	0	Page	0		
Fremont	2	Palo Alto	0		

* Maximum number of cars from a county in any one check period.

Table 19
 THE CENTER SHOPPING CENTER: A LICENSE PLATE
 COUNT BY STATE, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Alabama	0	Kentucky	0	North Dakota	0
Alaska	0	Louisiana	1	Ohio	1
Arizona	0	Maine	0	Oklahoma	0
Arkansas	0	Maryland	0	Oregon	1
California	2	Massachusetts	0	Pennsylvania	0
Colorado	1	Michigan	1	Rhode Island	0
Connecticut	0	Minnesota	1	South Carolina	0
Delaware	0	Mississippi	0	South Dakota	1
Dist.of Columbia	0	Missouri	2	Tennessee	0
Florida	0	Montana	0	Texas	2
Georgia	0	Nebraska	169	Utah	0
Hawaii	0	Nevada	0	Vermont	0
Idaho	0	New Hampshire	0	Virginia	0
Illinois	2	New Jersey	3	Washington	0
Indiana	0	New Mexico	0	West Virginia	0
Iowa	52	New York	0	Wisconsin	2
Kansas	3	North Carolina	0	Wyoming	0

* Maximum number of cars from a state in any one check period.

Table 20
 GULF MART SHOPPING CENTER: A LICENSE PLATE
 COUNT OF NEBRASKA COUNTIES, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Adams	0	Frontier	0	Nance	0
Antelope	0	Furnas	0	Nemaha	0
Arthur	0	Gage	1	Nuckolls	0
Banner	0	Garden	0	Otoe	2
Blaine	0	Garfield	0	Pawnee	0
Boone	0	Gosper	0	Perkins	0
Box Butte	0	Grant	0	Phelps	0
Boyd	0	Greeley	0	Pierce	1
Brown	0	Hall	0	Platte	0
Buffalo	0	Hamilton	0	Polk	1
Burt	2	Harlan	0	Red Willow	0
Butler	2	Hayes	0	Richardson	1
Cass	1	Hitchcock	0	Rock	0
Cedar	0	Holt	0	Saline	0
Chase	0	Hooker	0	Sarpy	13
Cherry	0	Howard	0	Saunders	3
Cheyenne	0	Jefferson	0	Scotts Bluff	0
Clay	0	Johnson	2	Seward	0
Colfax	2	Kearney	0	Sheridan	0
Cuming	2	Keith	0	Sherman	0
Custer	0	Keya Paha	0	Sioux	0
Dakota	0	Kimball	0	Stanton	0
Dawes	0	Knox	0	Thayer	0
Dawson	0	Lancaster	0	Thomas	0
Deuel	0	Lincoln	0	Thurston	0
Dixon	0	Logan	0	Valley	0
Dodge	1	Loup	0	Washington	4
Douglas	159	McPherson	0	Wayne	0
Dundy	0	Madison	0	Webster	0
Fillmore	0	Merrick	0	Wheeler	0
Franklin	0	Morrill	0	York	0

* Maximum number of cars from a county in any one check period.

Table 21

GULF MART SHOPPING CENTER: A LICENSE PLATE
COUNT OF IOWA COUNTIES REPRESENTED, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Adair	1	Greene	0	Plymouth	0
Adams	0	Guthrie	0	Pocahontas	1
Audubon	0	Hamilton	0	Polk	2
Boone	0	Hancock	0	Pottawattamie	23
Buena Vista	0	Harrison	3	Ringgold	0
Calhoun	0	Humboldt	0	Sac	0
Carroll	1	Ida	0	Shelby	5
Cass	1	Kossuth	0	Sioux	0
Cherokee	0	Lyon	0	Taylor	0
Clarke	0	Madison	0	Union	0
Clay	0	Mills	1	Webster	0
Crawford	1	Monona	1	Winnebago	0
Dallas	0	Montgomery	0	Woodbury	0
Decatur	0	O'Brien	0	Wright	0
Dickinson	0	Osceola	0	Other	2
Emmett	0	Page	0		
Fremont	0	Palo Alto	0		

* Maximum number of cars from a county in any one check period.

Table 22
 GULF MART SHOPPING CENTER: A LICENSE PLATE
 COUNT BY STATE, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Alabama	0	Kentucky	1	North Dakota	0
Alaska	0	Louisiana	0	Ohio	0
Arizona	0	Maine	0	Oklahoma	1
Arkansas	0	Maryland	1	Oregon	2
California	3	Massachusetts	0	Pennsylvania	0
Colorado	1	Michigan	0	Rhode Island	0
Connecticut	0	Minnesota	0	South Carolina	0
Delaware	0	Mississippi	0	South Dakota	0
Dist.of Columbia	0	Missouri	1	Tennessee	2
Florida	2	Montana	0	Texas	2
Georgia	0	Nebraska	197	Utah	0
Hawaii	0	Nevada	0	Vermont	0
Idaho	0	New Hampshire	0	Virginia	0
Illinois	2	New Jersey	0	Washington	0
Indiana	0	New Mexico	1	West Virginia	0
Iowa	42	New York	0	Wisconsin	0
Kansas	0	North Carolina	0	Wyoming	0

* Maximum number of cars from a state in any one check period.

Table 23
 THE CENTER SHOPPING CENTER: A COMPOSITE RANKING OF
 NEBRASKA AND IOWA COUNTIES, 1967*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Nebraska	Douglas	107	1
Nebraska	Sarpy	35	2
Iowa	Pottawattamie	33	3
Nebraska	Washington	10	4
Nebraska	Saunders	5	5
Iowa	Monona	4	6
Nebraska	Dodge	3	7
Nebraska	Lancaster	3	7
Iowa	Harrison	3	7

* Maximum number of cars in any one check period.

Table 24
 THE GULF MART SHOPPING CENTER: A COMPOSITE RANKING
 OF NEBRASKA AND IOWA COUNTIES, 1967*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Nebraska	Douglas	159	1
Iowa	Pottawattamie	23	2
Nebraska	Sarpy	13	3
Iowa	Shelby	5	4
Nebraska	Washington	4	5
Nebraska	Saunders	3	6
Iowa	Harrison	3	6

* Maximum number of cars in any one check period.

Table 25
 SKAG-WAY SHOPPING CENTER: A LICENSE PLATE
 COUNT OF NEBRASKA COUNTIES, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Adams	0	Frontier	0	Nance	0
Antelope	0	Furnas	0	Nemaha	2
Arthur	0	Gage	1	Nuckolls	0
Banner	0	Garden	0	Otoe	2
Blaine	0	Garfield	0	Pawnee	0
Boone	0	Gosper	0	Perkins	0
Box Butte	0	Grant	0	Phelps	0
Boyd	0	Greeley	0	Pierce	0
Brown	0	Hall	0	Platte	1
Buffalo	0	Hamilton	0	Polk	0
Burt	0	Harlan	0	Red Willow	0
Butler	0	Hayes	0	Richardson	0
Cass	10	Hitchcock	0	Rock	0
Cedar	0	Holt	0	Saline	1
Chase	0	Hooker	0	Sarpy	114
Cherry	0	Howard	0	Saunders	8
Cheyenne	0	Jefferson	0	Scotts Bluff	0
Clay	0	Johnson	0	Seward	0
Colfax	0	Kearney	0	Sheridan	0
Cuming	0	Keith	0	Sherman	0
Custer	0	Keya Paha	0	Sioux	0
Dakota	1	Kimball	0	Stanton	0
Dawes	0	Knox	1	Thayer	0
Dawson	0	Lancaster	6	Thomas	0
Deuel	0	Lincoln	0	Thurston	0
Dixon	0	Logan	0	Valley	0
Dodge	1	Loup	0	Washington	5
Douglas	360	McPherson	0	Wayne	0
Dundy	0	Madison	0	Webster	0
Fillmore	0	Merrick	0	Wheeler	0
Franklin	0	Morrill	0	York	0

* Maximum number of cars from a county in any one check period.

Table 26
 SKAG-WAY SHOPPING CENTER: A LICENSE PLATE
 COUNT OF IOWA COUNTIES REPRESENTED, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Adair	1	Greene	0	Plymouth	0
Adams	0	Guthrie	0	Pocahontas	0
Audubon	0	Hamilton	0	Polk	1
Boone	0	Hancock	0	Pottawattamie	0
Buena Vista	1	Harrison	1	Ringgold	0
Calhoun	0	Humboldt	0	Sac	0
Carroll	1	Ida	0	Shelby	0
Cass	0	Kossuth	0	Sioux	0
Cherokee	1	Lyon	0	Taylor	0
Clarke	0	Madison	0	Union	0
Clay	0	Mills	5	Webster	0
Crawford	0	Monona	1	Winnebago	0
Dallas	0	Montgomery	1	Woodbury	0
Decatur	0	O'Brien	0	Wright	0
Dickinson	0	Osceola	0	Other	1
Emmett	0	Page	0		
Fremont	0	Palo Alto	0		

* Maximum number of cars from a county in any one check period.

Table 27
 SKAG-WAY SHOPPING CENTER: A LICENSE PLATE
 COUNT BY STATE, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Alabama	0	Kentucky	0	North Dakota	0
Alaska	0	Louisiana	2	Ohio	0
Arizona	0	Maine	0	Oklahoma	0
Arkansas	0	Maryland	0	Oregon	0
California	0	Massachusetts	0	Pennsylvania	2
Colorado	0	Michigan	0	Rhode Island	0
Connecticut	0	Minnesota	1	South Carolina	0
Delaware	0	Mississippi	0	South Dakota	3
Dist. of Columbia	0	Missouri	3	Tennessee	0
Florida	1	Montana	0	Texas	1
Georgia	0	Nebraska	514	Utah	0
Hawaii	0	Nevada	0	Vermont	0
Idaho	3	New Hampshire	0	Virginia	1
Illinois	1	New Jersey	0	Washington	0
Indiana	0	New Mexico	2	West Virginia	0
Iowa	35	New York	0	Wisconsin	0
Kansas	2	North Carolina	1	Wyoming	0
				Canal Zone	1

* Maximum number of cars from a state in any one check period.

Table 28
 GEM SHOPPING CENTER: A LICENSE PLATE
 COUNT OF NEBRASKA COUNTIES, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Adams	0	Frontier	0	Nance	0
Antelope	0	Furnas	0	Nemaha	0
Arthur	0	Gage	0	Nuckolls	0
Banner	0	Garden	0	Otoe	0
Blaine	0	Garfield	0	Pawnee	0
Boone	0	Gosper	0	Perkins	0
Box Butte	0	Grant	0	Phelps	0
Boyd	0	Greeley	0	Pierce	0
Brown	0	Hall	0	Platte	0
Buffalo	0	Hamilton	0	Polk	0
Burt	0	Harlan	0	Red Willow	0
Butler	1	Hayes	0	Richardson	1
Cass	4	Hitchcock	0	Rock	0
Cedar	0	Holt	0	Saline	0
Chase	0	Hooker	0	Sarpy	53
Cherry	0	Howard	0	Saunders	0
Cheyenne	0	Jefferson	0	Scotts Bluff	0
Clay	0	Johnson	0	Seward	0
Colfax	0	Kearney	0	Sheridan	0
Cuming	0	Keith	0	Sherman	0
Custer	0	Keya Paha	0	Sioux	0
Dakota	0	Kimball	0	Stanton	0
Dawes	0	Knox	0	Thayer	0
Dawson	0	Lancaster	4	Thomas	0
Deuel	0	Lincoln	0	Thurston	0
Dixon	0	Logan	0	Valley	0
Dodge	2	Loup	0	Washington	3
Douglas	211	McPherson	0	Wayne	0
Dundy	0	Madison	0	Webster	0
Fillmore	0	Merrick	0	Wheeler	0
Franklin	0	Morrill	0	York	0

* Maximum number of cars from a county in any one check period.

Table 29
 GEM SHOPPING CENTER: A LICENSE PLATE COUNT OF
 IOWA COUNTIES REPRESENTED, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Adair	0	Greene	0	Plymouth	0
Adams	0	Guthrie	0	Pocahontas	0
Audubon	0	Hamilton	0	Polk	0
Boone	0	Hancock	0	Pottawattamie	0
Buena Vista	0	Harrison	2	Ringgold	0
Calhoun	0	Humboldt	0	Sac	0
Carroll	0	Ida	0	Shelby	0
Cass	1	Kossuth	0	Sioux	0
Cherokee	0	Lyon	0	Taylor	1
Clarke	0	Madison	0	Union	0
Clay	0	Mills	0	Webster	0
Crawford	1	Monona	1	Winnebago	0
Dallas	0	Montgomery	1	Woodbury	1
Decatur	0	O'Brien	0	Wright	0
Dickinson	0	Osceola	0	Other	0
Emmett	0	Page	0		
Fremont	0	Palo Alto	0		

* Maximum number of cars from a county in any one check period.

Table 30
GEM SHOPPING CENTER: A LICENSE PLATE
COUNT BY STATE, 1967*

	<u>1967</u>		<u>1967</u>		<u>1967</u>
Alabama	0	Kentucky	0	North Dakota	0
Alaska	0	Louisiana	0	Ohio	1
Arizona	0	Maine	0	Oklahoma	1
Arkansas	0	Maryland	0	Oregon	0
California	1	Massachusetts	0	Pennsylvania	0
Colorado	0	Michigan	1	Rhode Island	0
Connecticut	0	Minnesota	1	South Carolina	0
Delaware	0	Mississippi	0	South Dakota	0
Dist.of Columbia	0	Missouri	0	Tennessee	0
Florida	0	Montana	0	Texas	1
Georgia	0	Nebraska	279	Utah	0
Hawaii	0	Nevada	0	Vermont	0
Idaho	0	New Hampshire	0	Virginia	0
Illinois	1	New Jersey	1	Washington	0
Indiana	0	New Mexico	0	West Virginia	0
Iowa	13	New York	1	Wisconsin	0
Kansas	2	North Carolina	1	Wyoming	0

* Maximum number of cars from a state in any one check period.

Table 31
 SKAG-WAY SHOPPING CENTER: A COMPOSITE RANKING OF
 NEBRASKA AND IOWA COUNTIES, 1967*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Nebraska	Douglas	360	1
Nebraska	Sarpy	114	2
Nebraska	Cass	10	3
Nebraska	Saunders	8	4
Nebraska	Lancaster	6	5
Nebraska	Washington	5	6
Iowa	Mills	5	6

* Maximum number of cars in any one check period.

Table 32
 GEM SHOPPING CENTER: A COMPOSITE RANKING OF
 NEBRASKA AND IOWA COUNTIES, 1967*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Nebraska	Douglas	211	1
Nebraska	Sarpy	53	2
Nebraska	Cass	4	3
Nebraska	Lancaster	4	3
Nebraska	Washington	3	5

* Maximum number of cars in any one check period.