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OMAHA TRADE AREA STUDY NO. 1
LICENSE PLATE SURVEY
OF TWO MAJOR SHOPPING POINTS

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from

Omaha Urban Area Research Project

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Director

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OMAHA TRADE AREA STUDY NUMBER 1

License Plate Survey of the Two Major Shopping Points

Introduction

This study is a preliminary attempt at the delimitation of Omaha's retail trade area. The method used is that of recording license plate numbers at the two major shopping points in Omaha, the Central Business District and Crossroads, plus two other smaller shopping points--Southroads and The Center. Emphasis is placed upon the two major points for they give the best regional cross-section of Omaha's retail attraction.

The survey method employed a number of counts of license plate numbers by county and state in the Crossroads parking lot and the Brandeis Downtown Parking Garage during the three week period prior to Christmas, 1966. This period was chosen because it is felt that the maximum regional attraction of Omaha is reached at that time. The results are shown in tabular form on the basis of the maximum number of cars in a given parking area from a county and/or state for any given survey date. Two maps are included to show the regional distribution of the information illustrated in the tables.

Summary

The purpose of this initial survey was to enable the Omaha Area Research Project at the University of Omaha to secure preliminary data concerning the retail trade attraction of Omaha's regional shopping centers.

The survey indicates that there is a large difference between the Downtown and Crossroads in the trade attracted from counties tributary to Omaha. The Crossroads tends to draw customers from the counties to the west, whereas the Downtown tends to attract from the east, especially Southwestern Iowa. The one analysis of Southroads (Table IX) shows strong local response, unlike Crossroads and Downtown, in that the regional attraction of Southroads is evident in a lesser degree. The Center is strictly a Community Shopping Center.

It is apparent that Southwestern Iowa contributes a great deal to the Omaha retail market. This observation leads us to believe that a more detailed study of the shopping habits of the people in this area should be made.

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

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

* Maximum number of cars from county and/or state in any one check period.

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

Adair	2	Fremont	3	Plymouth	1
Adams	4	Greene	1	Pocahontas	2
Audubon	1	Guthrie	1	Polk	3
Black Hawk	1	Harrison	15	Pottawattamie	53
Boone	2	Humboldt	1	Poweshiek	1
Buena Vista	2	Ida	1	Sac	1
Calhoun	2	Jasper	1	Scott	1
Carroll	3	Keokuk	1	Shelby	8
Cass	4	Kossuth	2	Sioux	1
Cherokee	3	Lee	1	Story	1
Clay	1	Linn	3	Taylor	2
Crawford	5	Lyon	1	Union	1
Dallas	1	Mills	5	Wapello	1
Decatur	1	Monona	1	Warren	1
Dickinson	1	Montgomery	3	Washington	1
Emmett	1	O'Brien	1	Webster	4
Franklin	1	Page	6		

* Maximum number of cars from county and/or state in any one check period.

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

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

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

Table IV

BRANDEIS DOWNTOWN PARKING GARAGE: A LICENSE PLATE

COUNT OF NEBRASKA COUNTIES*

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

* Maximum number of cars from county and/or state in any one check period.

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

Adair	1	Monona	1
Audubon	1	Montgomery	4
Bremer	1	Page	11
Buena Vista	5	Plymouth	2
Carroll	3	Polk	1
Cass	7	Pottawattamie	71
Cherokee	1	Poweshiek	2
Crawford	3	Ringgold	1
Dallas	1	Sac	1
Fremont	6	Shelby	14
Harrison	19	Sioux	2
Lee	1	Story	1
Louisa	1	Taylor	2
Mills	11	Union	1

* Maximum number of cars from county and/or state in any one check period.

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

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

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

Table VII
 CROSSROADS SHOPPING CENTER: A COMPOSITE RANKING
 OF NEBRASKA AND IOWA COUNTIES*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Nebraska	Douglas	2,194	1
Nebraska	Sarpy	82	2
Iowa	Pottawattamie	53	3
Nebraska	Dodge	32	4
Nebraska	Washington	26	5
Nebraska	Lancaster	25	6
Nebraska	Saunders	24	7
Nebraska	York	17	8
Nebraska	Madison	16	9
Nebraska	Platte	16	9
Iowa	Harrison	15	11
Nebraska	Cass	13	12
Nebraska	Burt	10	13
Iowa	Shelby	8	14
Nebraska	Cuming	7	15
Nebraska	Otoe	7	15
Nebraska	Butler	6	17
Nebraska	Clay	6	17
Nebraska	Holt	6	17
Nebraska	Wayne	6	17
Iowa	Page	6	17
Nebraska	Colfax	5	22
Iowa	Crawford	5	22
Iowa	Mills	5	22

* Maximum number of cars from county and/or state in any check period.

Table VIII
 BRANDEIS DOWNTOWN PARKING GARAGE: A COMPOSITE RANKING
 OF NEBRASKA AND IOWA COUNTIES*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Nebraska	Douglas	528	1
Iowa	Pottawattamie	71	2
Nebraska	Sarpy	40	3
Iowa	Harrison	19	4
Iowa	Shelby	14	5
Nebraska	Holt	12	6
Iowa	Mills	11	7
Iowa	Page	11	7
Nebraska	Dodge	9	9
Nebraska	Cass	8	10
Nebraska	Washington	8	10
Iowa	Cass	7	12
Nebraska	Lancaster	6	13
Iowa	Fremont	6	13
Nebraska	Cuming	5	15
Nebraska	Nemaha	5	15
Nebraska	Platte	5	15
Iowa	Buena Vista	5	15
Nebraska	Burt	4	19
Nebraska	Colfax	4	19
Iowa	Montgomery	4	19
Nebraska	Cheyenne	3	22
Nebraska	Polk	3	22
Nebraska	Saunders	3	22
Iowa	Carroll	3	22
Iowa	Crawford	3	22

* Maximum number of cars from county and/or state in any one check period.

Table IX

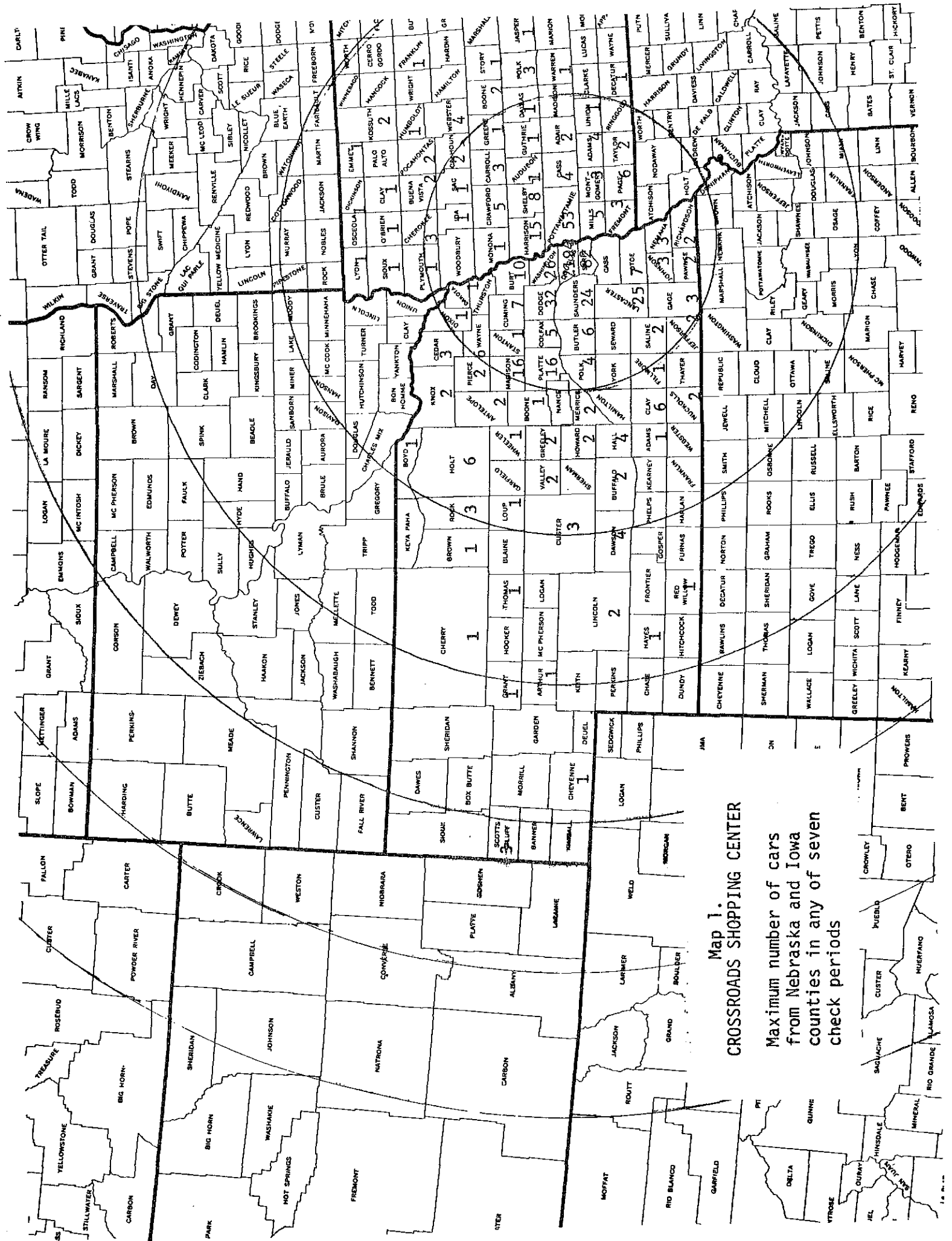
SOUTHROADS SHOPPING CENTER: A LICENSE PLATE ANALYSIS*

<u>Nebraska</u>		<u>Iowa</u>	
Douglas County	21%	Pottawattamie County	11%
Sarpy County	41%	Page County	6%
Saunders County	<u>5%</u>	Shelby County	<u>4%</u>
	67%		21%
All Others .		12%	

THE CENTER SHOPPING CENTER: A LICENSE PLATE ANALYSIS*

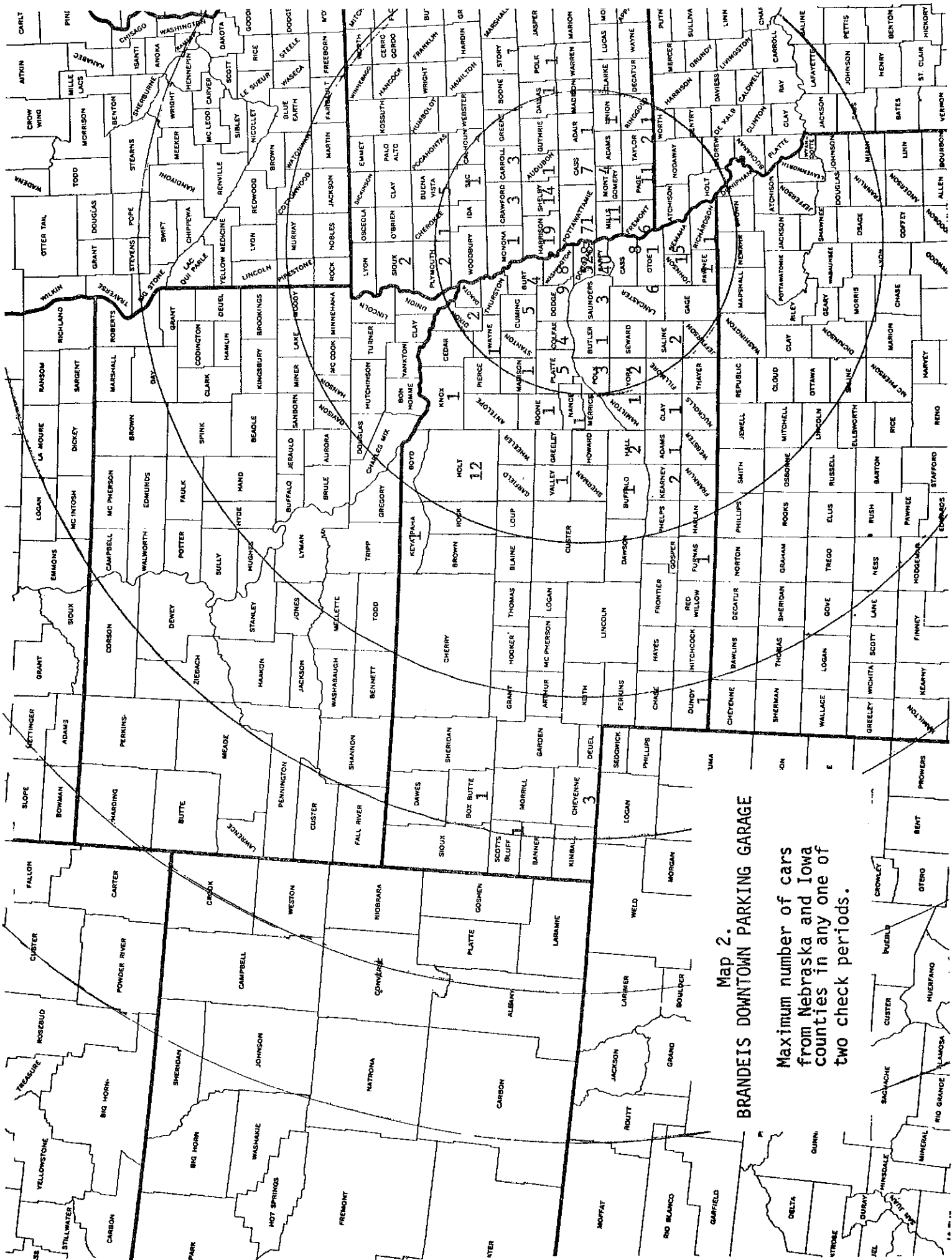
<u>Nebraska</u>		<u>Iowa</u>	
Douglas County	90%	All Counties	2%
Sarpy County	<u>3%</u>		<u> </u>
	93%		2%
All Others		5%	

* One license plate count was made on December 14, 1966.



Map 1.
CROSSROADS SHOPPING CENTER

Maximum number of cars
from Nebraska and Iowa
in any of seven
check periods



Map 2.
BRANDEIS DOWNTOWN PARKING GARAGE

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