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Omaha Trade Area Study No. 06: License Plate Survey of Five Major Shopping Points

Charles R. Gildersleeve
University of Nebraska at Omaha

Roger E. Corbin
University of Nebraska at Omaha

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OMAHA TRADE AREA STUDY NO. 6

LICENSE PLATE SURVEY OF FIVE MAJOR SHOPPING POINTS

Charles R. Gildersleeve & Roger E. Corbin

* * *

Omaha Urban Area Research Project

Center for Urban Affairs

Wayne Wheeler, Director

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June 1969

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OMAHA TRADE AREA STUDY NO. 6
LICENSE PLATE SURVEY OF FIVE MAJOR SHOPPING POINTS

This is the third of a series of continuing studies in the attempt to ascertain Omaha's retail trade area.¹ The method utilized, as in the past, is that of recording license plate prefix numbers at the three major and two minor shopping points within the Omaha SMSA. Emphasis is placed upon the three major shopping points, Downtown, Crossroads and Westroads, for they are the best indicators of the regional focus of Omaha. The two other points surveyed were Southroads and Downtown Council Bluffs (See Map 13, Page 5). This year the survey eliminated The Center, GEM and Skagway because of their community influence.

The technique involved a number of counts of license plate numbers by county and state during the three week period prior to Christmas, 1968.² This period corresponds to the two previous studies in order to have the time factor controlled and to best indicate Omaha's greatest period of regional attraction. The results are shown in tabular and map form on the basis of the maximum number of cars at a given shopping point at any survey date.

1. Retallick, 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; and Lea, Donald W., and Wilhelm, John T., Omaha Trade Area Study No. 3 (corrected from No. 2): License Plate Survey of Eight Major Shopping Points, Omaha: University of Omaha, Omaha Urban Area Research Project, December, 1967.

2. Data were collected by students in the Department of Geography under the direction of the authors.

SUMMARY

The results of this third survey once again indicate that there is a difference in retail attraction among the major shopping points in the Omaha SMSA. The areas served generally follow a similar pattern to the two previous surveys with one major exception. The presence of the Westroads and the recent completion of Interstates 35 and 80 have extended Omaha's areal attraction in all directions. The amount of this extension will not be clear until more time has elapsed. The individual summaries of each of the five survey points are as follows:

WESTROADS (See Pages 6-10)

Westroads, presently having a reasonably full complement of shopping facilities, now attracts strongly from a large outlying area, especially in Nebraska. Counties in both Iowa and Nebraska that were formerly not significant in the previous studies have been added, as well as intensified by the Westroads. According to the total survey count, the Westroads has the largest focal shopping area of any of the points surveyed.

CROSSROADS (See Pages 11-15)

Survey data for the Crossroads also includes the parking facility for the Gulf Mart. This was done mainly because the authors feel that these two adjacent points are located with respect to the same focus. The Crossroads trade area continues to show an increase in trade from the counties in western Iowa. Specifically, trends from this and past surveys have indicated the western Iowa trade as being slightly more intense at the Crossroads than at the Westroads.

DOWNTOWN BRANDEIS (See Pages 16-20)

This year the survey also included two small parking lots near the Brandeis Downtown Parking Garage. It was felt by the authors that by increasing the sample count, a better idea of the downtown shopping sphere could possibly be attained. Once again, the Downtown area draws a large proportion of shoppers from Iowa. In fact, half of the counties represented in the top twenty counties were from western Iowa.

SOUTHROADS (See Pages 21-23)

Because of inclement weather during the shopping count on the Southroads, only a 50 percent sample of the parking lot was obtained. However, from this count an image of past studies was reflected. Southroads remains, for all practical purposes, a community shopping center, drawing nearly 90 percent of the shoppers from the SMSA counties (See Page 25). The count was one day only.

COUNCIL BLUFFS (See Page 24)

For the first time the survey counted shoppers in Downtown Council Bluffs in order to ascertain the influence of this shopping point. As suspected, Downtown Council Bluffs is much like the Southroads in that it appears to be community oriented. Over 85 percent of the shoppers were from Pottawattamie County, with a slight influence from adjacent counties in Iowa and Douglas County in Nebraska.

Survey discussion After Three Years of Study

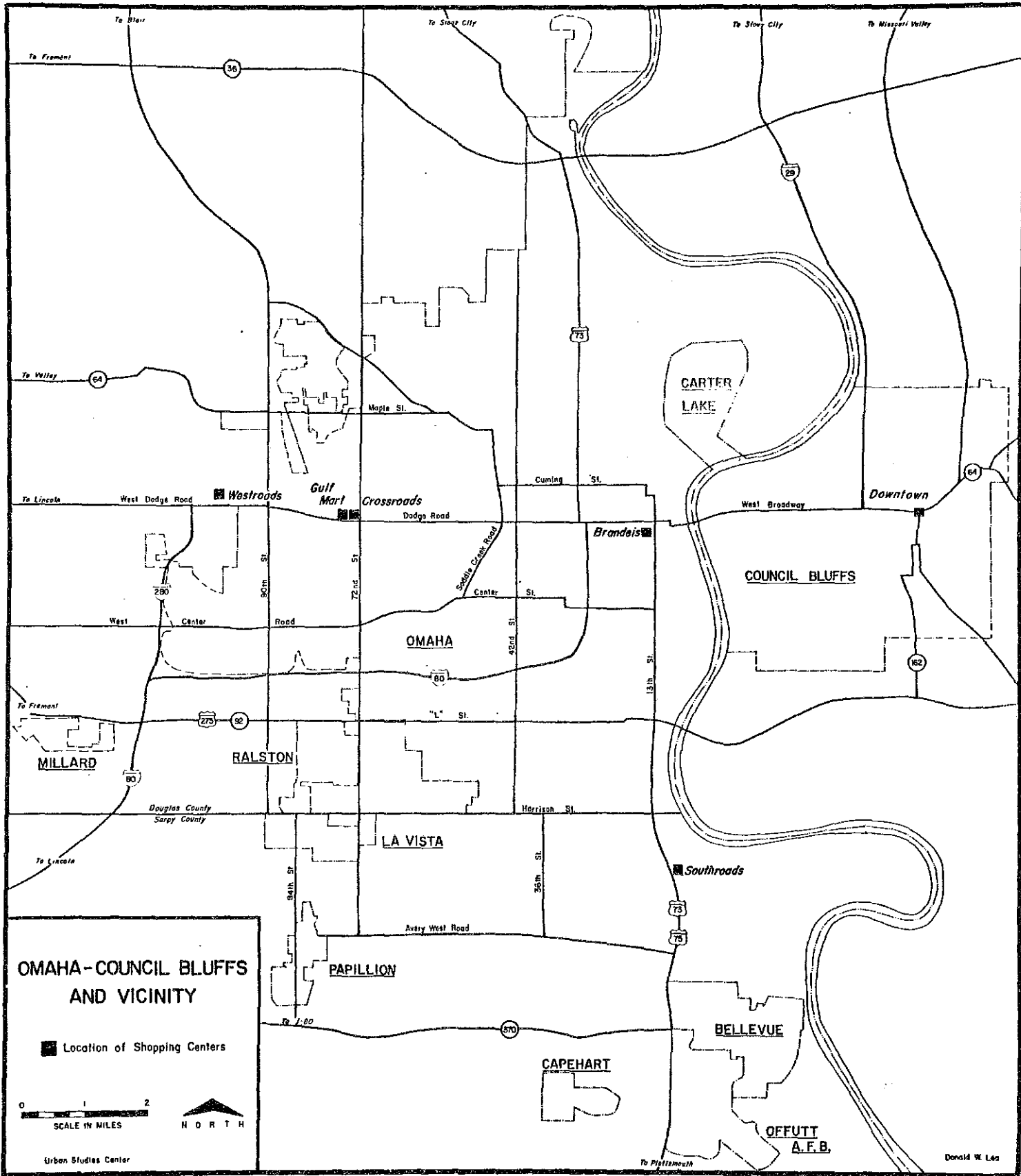
After three years of surveying license plate count patterns for a planned five year survey at major shopping points in Omaha, the authors

feel that it would be significant at this time to see if a core shopping area is developing. In mapping the top twenty counties for the three major regional shopping points in Omaha, a definite core shopping area is taking shape (See Map 5, Page 26). The mapping technique involved the enumeration of counties that were recorded in any one or more of the three shopping points for three years, two years, and one year.³

Twenty-four contiguous counties immediately surrounding Omaha were counted for all three years of the shopping survey. Fourteen Nebraska counties and ten Iowa counties make up the prime shopping core of Omaha. Nearly all of the counties are within a one hundred mile radius of Omaha, and only Holt County in northeastern Nebraska is an anomaly.

It is expected that before the five year survey is completed that many counties represented for two years will fall into the major shopping core of Omaha. Also, it is felt by the authors that a number of counties represented for only one year, mainly those adjacent to the Interstates, will come into the Omaha sphere of retail influence. This observation comes about primarily because one third of the counties represented for only one year came to Omaha in 1968. These counties are within close proximity to the recently completed Interstates as well as many being located adjacent to the three year shopping core area.

3. Only the top twenty counties, or three cars from any county, whichever came first, were included on the map.



Map 1

Table 1.

WESTROADS SHOPPING CENTER: A LICENSE PLATE

COUNT OF NEBRASKA COUNTIES, 1968*

	<u>1968</u>	<u>1967</u>		<u>1968</u>	<u>1967</u>		<u>1968</u>	<u>1967</u>
Adams	6	0	Frontier	3	0	Nance	4	0
Antelope	1	0	Furnas	3	0	Nemaha	2	0
Arthur	0	0	Gage	5	2	Nuckolls	1	0
Banner	0	0	Garden	0	1	Otoe	8	2
Blaine	0	0	Garfield	1	0	Pawnee	0	0
Boone	1	0	Gosper	1	0	Perkins	1	0
Box Butte	0	0	Grant	0	0	Phelps	3	1
Boyd	0	0	Greeley	2	1	Pierce	4	0
Brown	1	0	Hall	9	1	Platte	27	1
Buffalo	3	0	Hamilton	4	0	Polk	1	0
Burt	15	1	Harlan	1	0	Red Willow	3	0
Butler	3	0	Hayes	1	0	Richardson	7	0
Cass	35	6	Hitchcock	0	0	Rock	1	0
Cedar	0	0	Holt	7	3	Saline	1	0
Chase	0	0	Hooker	0	0	Sarpy	190	35
Cherry	2	0	Howard	2	0	Saunders	31	0
Cheyenne	0	0	Jefferson	3	0	Scotts Bluff	1	0
Clay	1	1	Johnson	2	0	Seward	5	0
Colfax	11	0	Kearney	1	1	Sheridan	2	0
Cuming	5	1	Keith	0	0	Sherman	1	0
Custer	3	0	Keya Paha	2	0	Sioux	0	0
Dakota	1	0	Kimball	1	0	Stanton	1	1
Dawes	1	0	Knox	3	0	Thayer	1	0
Dawson	2	1	Lancaster	80	11	Thomas	0	0
Deuel	0	0	Lincoln	3	4	Thurston	4	0
Dixon	1	0	Logan	0	0	Valley	2	1
Dodge	85	13	Loup	0	0	Washington	38	7
Douglas	2193	628	McPherson	0	0	Wayne	2	2
Dundy	1	1	Madison	7	1	Webster	0	0
Fillmore	1	0	Merrick	1	0	Wheeler	0	0
Franklin	0	0	Morrill	1	0	York	6	2

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

Table 2.

WESTROADS SHOPPING CENTER: A LICENSE PLATE

COUNT OF IOWA COUNTIES REPRESENTED, 1968*

	<u>1968</u>	<u>1967</u>		<u>1968</u>	<u>1967</u>
Adair	1	1	Lyon	1	0
Adams	3	0	Madison	1	0
Audubon	2	1	Mills	12	1
Boone	1	0	Monona	3	1
Buena Vista	2	0	Montgomery	8	2
Calhoun	1	0	O'Brien	1	0
Carroll	4	0	Osceola	0	0
Cass	12	0	Page	12	1
Cherokee	0	0	Palo Alto	1	0
Clarke	0	0	Plymouth	1	0
Clay	1	0	Pocahontas	1	1
Crawford	11	0	Polk	15	2
Dallas	2	1	Pottawattamie	113	35
Decatur	0	0	Ringgold	1	0
Dickinson	1	0	Sac	1	1
Emmett	0	0	Shelby	9	1
Fremont	4	0	Sioux	1	0
Greene	1	0	Taylor	1	0
Guthrie	1	0	Union	1	0
Hamilton	1	0	Webster	4	1
Hannock	0	0	Winnebago	1	0
Harrison	0	2	Woodbury	25	2
Humboldt	0	0	Wright	1	0
Ida	2	1	Other	0	0
Kossuth	0	0			

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

Table 3,
 WESTROADS SHOPPING CENTER: A LICENSE PLATE
 COUNT BY STATE, 1968*

	<u>1968</u>	<u>1967</u>		<u>1968</u>	<u>1967</u>
Alabama	0	0	Montana	0	0
Alaska	0	1	Nebraska	2862	747
Arizona	2	1	Nevada	2	0
Arkansas	2	0	New Hampshire	0	0
California	17	1	New Jersey	5	1
Colorado	10	4	New Mexico	1	0
Connecticut	0	0	New York	4	1
Delaware	0	0	North Carolina	3	0
Dist. of Columbia	0	0	North Dakota	3	1
Florida	4	1	Ohio	13	2
Georgia	2	1	Oklahoma	6	0
Hawaii	1	0	Oregon	2	0
Idaho	1	0	Pennsylvania	3	0
Illinois	21	4	Rhode Island	0	0
Indiana	4	1	South Carolina	7	1
Iowa	267	62	South Dakota	11	4
Kansas	17	9	Tennessee	0	0
Kentucky	3	0	Texas	15	3
Louisiana	3	1	Utah	3	1
Maine	1	0	Vermont	1	0
Maryland	2	0	Virginia	1	0
Massachusetts	0	0	Washington	1	0
Michigan	7	1	West Virginia	1	1
Minnesota	13	3	Wisconsin	5	1
Mississippi	1	0	Wyoming	1	0
Missouri	13	8			

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

Table 4.

WESTROADS SHOPPING CENTER: A COMPOSITE RANKING OF
NEBRASKA AND IOWA COUNTIES, 1968*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Nebraska	Douglas	2193	1
Nebraska	Sarpy	190	2
Iowa	Pottawattamie	113	3
Nebraska	Dodge	85	4
Nebraska	Lancaster	80	5
Nebraska	Washington	38	6
Nebraska	Cass	35	7
Nebraska	Saunders	31	8
Nebraska	Platte	27	9
Iowa	Woodbury	25	10
Nebraska	Burt	15	11
Iowa	Polk	15	11
Iowa	Cass	12	12
Iowa	Mills	12	12
Iowa	Page	12	12
Nebraska	Colfax	11	13
Iowa	Crawford	11	13
Iowa	Harrison	10	14
Nebraska	Hall	9	15
Iowa	Shelby	9	15
Nebraska	Otoe	8	16
Iowa	Montgomery	8	16
Nebraska	Holt	7	17
Nebraska	Madison	7	17
Nebraska	Richardson	7	17
Nebraska	Adams	6	18
Nebraska	York	6	18
Nebraska	Cuming	5	19
Nebraska	Gage	5	19
Nebraska	Seward	5	19
Nebraska	Hamilton	4	20
Nebraska	Nance	4	20
Nebraska	Pierce	4	20
Nebraska	Thurston	4	20
Iowa	Carroll	4	20
Iowa	Fremont	4	20
Iowa	Webster	4	20

*Maximum number of cars in any one check period.

Table 5.

CROSSROADS SHOPPING CENTER: A LICENSE PLATE

COUNT OF NEBRASKA COUNTIES*

	<u>1968</u>	<u>1967</u>	<u>1966</u>		<u>1968</u>	<u>1967</u>	<u>1966</u>		<u>1968</u>	<u>1967</u>	<u>1966</u>
Adams	2	1	1	Frontier	0	1	0	Nance	2	1	1
Antelope	5	1	2	Furnas	0	1	0	Nemaha	7	3	3
Arthur	0	0	1	Gage	7	1	3	Nuckolls	1	0	2
Banner	0	0	0	Garden	0	0	0	Otoe	6	4	7
Blaine	0	0	0	Garfield	1	0	0	Pawnee	1	1	2
Boone	3	1	1	Gosper	0	0	0	Perkins	0	1	0
Box Butte	1	1	0	Grant	1	0	1	Phelps	1	0	0
Boyd	1	2	1	Greeley	2	1	2	Pierce	3	1	2
Brown	2	0	1	Hall	8	6	4	Platte	15	11	16
Buffalo	3	6	2	Hamilton	0	0	0	Polk	1	2	4
Burt	17	11	10	Harlan	0	0	0	Red Willow	1	1	1
Butler	3	3	6	Hayes	1	0	1	Richardson	3	1	2
Cass	15	19	13	Hitchcock	0	0	0	Rock	3	1	3
Cedar	1	1	3	Holt	3	1	6	Saline	3	2	2
Chase	0	0	0	Hooker	0	0	0	Sarpy	122	82	82
Cherry	1	3	1	Howard	1	1	2	Saunders	25	18	25
Cheyenne	2	0	1	Jefferson	2	1	2	Scotts Bluff	1	1	3
Clay	1	0	6	Johnson	5	4	3	Seward	5	2	1
Colfax	12	11	5	Kearney	0	0	0	Sheridan	0	0	0
Cuming	7	10	7	Keith	1	0	0	Sherman	1	0	0
Custer	1	1	3	Keya Paha	0	0	0	Sioux	0	0	0
Dakota	2	0	0	Kimball	0	0	0	Stanton	2	2	1
Dawes	0	0	0	Knox	2	4	2	Thayer	17	1	0
Dawson	4	1	4	Lancaster	60	22	25	Thomas	0	0	0
Deuel	0	0	0	Lincoln	4	6	2	Thurston	2	2	1
Dixon	2	0	1	Logan	0	0	0	Valley	1	0	2
Dodge	47	30	32	Loup	0	0	1	Washington	37	30	26
Douglas	1835	1624	2194	McPherson	0	0	0	Wayne	4	2	6
Dundy	0	0	0	Madison	11	4	16	Webster	1	0	0
Fillmore	2	0	1	Merrick	2	4	2	Wheeler	1	0	1
Franklin	0	0	0	Morrill	1	0	0	York	1	2	17

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

Table 6.

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

	<u>1968</u>	<u>1967</u>	<u>1966</u>		<u>1968</u>	<u>1967</u>	<u>1966</u>
Adair	5	1	2	Lyon	1	0	1
Adams	3	1	4	Madison	0	0	0
Audubon	9	4	1	Mills	10	8	5
Boone	0	1	2	Monona	5	3	1
Buena Vista	2	3	2	Montgomery	7	7	3
Calhoun	3	2	2	O'Brien	4	1	1
Carroll	8	5	3	Osceola	0	0	0
Cass	12	9	4	Page	10	5	6
Cherokee	3	2	3	Palo Alto	1	0	0
Clarke	0	0	0	Plymouth	0	2	1
Clay	0	0	1	Pocahontas	2	2	2
Crawford	11	8	5	Polk	13	11	3
Dallas	1	0	1	Pottawattamie	109	74	53
Decatur	1	0	1	Ringgold	1	0	0
Dickinson	0	0	1	Sac	2	2	1
Emmett	0	0	1	Shelby	15	13	8
Fremont	11	2	3	Sioux	1	1	1
Greene	1	0	1	Taylor	2	1	2
Guthrie	3	0	1	Union	3	3	1
Hamilton	0	0	0	Webster	3	1	4
Hancock	0	0	0	Winnebago	3	0	0
Harrison	27	17	15	Woodbury	13	19	0
Humboldt	1	0	1	Wright	0	0	0
Ida	2	0	1	Other	0	0	0
Kossuth	0	0	2				

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

Table 7.

CROSSROADS SHOPPING CENTER: A LICENSE PLATE COUNT

BY STATE*

	<u>1968</u>	<u>1967</u>	<u>1966</u>		<u>1968</u>	<u>1967</u>	<u>1966</u>
Alabama	1	1	4	Montana	1	1	2
Alaska	0	0	1	Nebraska	2350	1955	2421
Arizona	1	1	3	Nevada	2	1	2
Arkansas	3	1	2	New Hampshire	1	1	1
California	15	12	9	New Jersey	3	2	2
Colorado	11	7	6	New Mexico	1	1	1
Connecticut	0	2	1	New York	3	2	3
Delaware	0	0	1	North Carolina	1	2	3
Dist. of Columbia	0	1	0	North Dakota	4	1	3
Florida	5	1	2	Ohio	5	5	3
Georgia	1	1	2	Oklahoma	3	1	2
Hawaii	1	0	1	Oregon	3	1	2
Idaho	1	1	0	Pennsylvania	2	1	4
Illinois	10	5	9	Rhode Island	0	1	1
Indiana	2	1	2	South Carolina	0	1	1
Iowa	308	208	113	South Dakota	7	11	6
Kansas	6	8	7	Tennessee	2	1	0
Kentucky	2	1	1	Texas	11	4	7
Louisiana	2	4	2	Utah	1	2	1
Maine	2	0	0	Vermont	0	0	0
Maryland	1	1	2	Virginia	4	3	2
Massachusetts	1	1	2	Washington	4	1	0
Michigan	5	2	3	West Virginia	1	2	1
Minnesota	9	8	6	Wisconsin	6	4	5
Mississippi	1	0	2	Wyoming	3	0	1
Missouri	9	9	7				

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

Table 8.

CROSSROADS SHOPPING CENTER: A COMPOSITE RANKING OF
NEBRASKA AND IOWA COUNTIES, 1968*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Nebraska	Douglas	1,835	1
Nebraska	Sarpy	122	2
Iowa	Pottawattamie	109	3
Nebraska	Lancaster	60	4
Nebraska	Dodge	47	5
Nebraska	Washington	37	6
Iowa	Harrison	27	7
Nebraska	Saunders	25	8
Nebraska	Burt	17	9
Nebraska	Thayer	17	9
Nebraska	Cass	15	10
Nebraska	Platte	15	10
Iowa	Shelby	15	10
Iowa	Polk	13	11
Iowa	Woodbury	13	11
Nebraska	Colfax	12	12
Iowa	Cass	12	12
Nebraska	Madison	11	13
Iowa	Crawford	11	13
Iowa	Fremont	11	13
Iowa	Mills	10	14
Iowa	Page	10	14
Iowa	Audubon	9	15
Nebraska	Hall	8	16
Iowa	Carroll	8	16
Nebraska	Cuming	7	17
Nebraska	Gage	7	17
Nebraska	Nemaha	7	17
Iowa	Montgomery	7	17
Nebraska	Otoe	6	18
Nebraska	Antelope	5	19
Nebraska	Johnson	5	19
Nebraska	Seward	5	19
Iowa	Adair	5	19
Iowa	Monona	5	19
Nebraska	Dawson	4	20
Nebraska	Lincoln	4	20
Nebraska	Wayne	4	20
Nebraska	O'Brien	4	20

* Maximum number of cars in any one check period.

Table 9.

BRANDEIS DOWNTOWN PARKING GARAGE: A LICENSE PLATE

COUNT OF NEBRASKA COUNTIES*

	<u>1968</u>	<u>1967</u>	<u>1966</u>		<u>1968</u>	<u>1967</u>	<u>1966</u>
Adams	1	1	1	Jefferson	1	0	0
Antelope	0	0	0	Johnson	2	0	1
Arthur	0	0	0	Kearney	1	0	2
Banner	0	0	0	Keith	0	0	0
Blaine	0	0	0	Keya Paha	0	0	1
Boone	2	2	1	Kimball	1	0	0
Box Butte	0	0	1	Knox	2	0	1
Boyd	0	0	0	Lancaster	5	4	6
Brown	0	1	0	Lincoln	1	0	0
Buffalo	1	0	1	Logan	0	0	0
Burt	6	3	4	Loup	0	0	0
Butler	1	3	1	McPherson	0	0	0
Cass	8	4	8	Madison	6	3	1
Cedar	3	1	0	Merrick	1	0	0
Chase	0	0	0	Morrill	0	0	0
Cherry	0	0	0	Nance	0	2	1
Cheyenne	1	0	3	Nemaha	2	0	5
Clay	0	1	1	Nuckolls	2	1	0
Colfax	4	1	4	Otoe	4	2	1
Cuming	4	0	5	Pawnee	0	0	1
Custer	0	0	0	Perkins	0	1	0
Dakota	1	0	0	Phelps	1	3	0
Dawes	0	0	0	Pierce	0	1	0
Dawson	1	2	0	Platte	5	3	5
Deuel	1	0	0	Polk	2	1	3
Dixon	1	0	2	Red Willow	0	0	0
Dodge	8	7	9	Richardson	2	1	1
Douglas	434	252	528	Rock	0	0	0
Dundy	0	0	1	Saline	1	2	2
Fillmore	1	0	0	Sarpy	39	11	40
Franklin	0	0	0	Saunders	4	4	3
Frontier	0	0	0	Scotts Bluff	1	0	1
Furnas	0	0	1	Seward	1	0	0
Gage	2	1	0	Sheridan	1	0	0
Garden	1	0	0	Sherman	0	0	0
Garfield	0	0	0	Sioux	0	0	0
Gosper	0	0	0	Stanton	1	0	0
Grant	0	0	0	Thayer	1	0	0
Greeley	0	0	0	Thomas	0	0	0
Hall	2	0	2	Thurston	1	2	0
Hamilton	1	0	1	Valley	0	0	1
Harlan	0	0	0	Washington	9	5	8
Hayes	0	0	0	Wayne	1	0	1
Hitchcock	0	0	0	Webster	0	0	0
Holt	2	1	12	Wheeler	0	0	0
Hooker	0	0	0	York	1	0	2
Howard	0	0	0				

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

Table 10.

BRANDELS DOWNTOWN PARKING GARAGE: A LICENSE PLATE
COUNT OF IOWA COUNTIES REPRESENTED*

	<u>1968</u>	<u>1967</u>	<u>1966</u>		<u>1968</u>	<u>1967</u>	<u>1966</u>
Adair	1	0	1	Lyon	0	0	0
Adams	4	0	0	Madison	0	0	0
Audubon	2	2	1	Mills	12	4	11
Boone	0	2	0	Monona	1	1	1
Buena Vista	1	2	5	Montgomery	7	4	4
Calhoun	1	0	0	O'Brien	0	0	0
Carroll	3	3	3	Osceola	1	0	0
Cass	9	10	7	Page	11	8	11
Cherokee	3	1	1	Palo Alto	1	0	0
Clarke	0	0	0	Plymouth	2	0	2
Clay	4	5	3	Pocahontas	1	0	0
Crawford	4	5	3	Polk	5	1	1
Dallas	2	1	0	Pottawattamie	115	66	71
Decatur	0	0	0	Ringgold	0	0	1
Dickinson	0	0	0	Sac	1	1	1
Emmett	0	0	0	Shelby	11	4	14
Fremont	5	6	6	Sioux	0	1	2
Greene	1	0	0	Taylor	1	1	2
Guthrie	1	0	0	Union	2	0	1
Hamilton	0	0	0	Webster	0	3	0
Hancock	0	0	0	Winnebago	0	0	0
Harrison	19	14	19	Woodbury	5	0	0
Humboldt	0	0	0	Wright	0	0	0
Ida	0	1	0	Other	0	0	0
Kossuth	0	0	0				

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

Table 11.

BRANDEIS DOWNTOWN PARKING GARAGE: A LICENSE PLATE

COUNT BY STATE*

	<u>1968</u>	<u>1967</u>	<u>1966</u>		<u>1968</u>	<u>1967</u>	<u>1966</u>
Alabama	0	1	0	Montana	0	0	1
Alaska	0	0	0	Nebraska	576	326	673
Arizona	1	0	1	Nevada	0	2	0
Arkansas	0	0	0	New Hampshire	0	0	0
California	2	0	1	New Jersey	1	0	1
Colorado	3	2	1	New Mexico	0	0	1
Connecticut	0	0	0	New York	0	1	0
Delaware	0	0	0	North Carolina	0	0	2
Dist. of Columbia	0	0	0	North Dakota	1	1	0
Florida	1	0	0	Ohio	1	0	1
Georgia	0	0	0	Oklahoma	0	0	1
Hawaii	0	0	0	Oregon	0	0	0
Idaho	0	0	0	Pennsylvania	0	0	0
Illinois	4	0	1	Rhode Island	0	0	0
Indiana	1	0	1	South Carolina	0	0	1
Iowa	236	143	175	South Dakota	2	3	2
Kansas	3	2	7	Tennessee	0	0	1
Kentucky	1	0	0	Texas	1	0	4
Louisiana	1	0	2	Utah	0	0	0
Maine	0	0	1	Vermont	0	0	0
Maryland	0	1	0	Virginia	1	0	0
Massachusetts	0	0	1	Washington	0	0	0
Michigan	0	0	1	West Virginia	0	0	0
Minnesota	3	0	2	Wisconsin	0	0	0
Mississippi	0	0	0	Wyoming	0	0	1
Missouri	5	7	10				

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

Table 12.

BRANDEIS DOWNTOWN PARKING GARAGE: A COMPOSITE RANKING
OF NEBRASKA AND IOWA COUNTIES, 1968*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Nebraska	Douglas	434	1
Iowa	Pottawattamie	115	2
Nebraska	Sarpy	39	3
Iowa	Harrison	19	4
Iowa	Mills	12	5
Iowa	Page	11	6
Iowa	Shelby	11	6
Nebraska	Washington	9	7
Iowa	Cass	9	7
Nebraska	Cass	8	8
Nebraska	Dodge	8	8
Iowa	Montgomery	7	9
Nebraska	Burt	6	10
Nebraska	Madison	6	10
Nebraska	Lancaster	5	11
Nebraska	Platte	5	11
Iowa	Fremont	5	11
Iowa	Polk	5	11
Iowa	Woodbury	5	11
Nebraska	Colfax	4	12
Nebraska	Cuming	4	12
Nebraska	Otoe	4	12
Nebraska	Saunders	4	12
Iowa	Adams	4	12
Iowa	Crawford	4	12
Nebraska	Cedar	3	13
Iowa	Carroll	3	13
Iowa	Cherokee	3	13

* Maximum number of cars in any one check period.

Table 13.

SOUTHROADS SHOPPING CENTER: A LICENSE PLATE
COUNT OF NEBRASKA COUNTIES, 1968*

	<u>1968</u>	<u>1967</u>		<u>1968</u>	<u>1967</u>		<u>1968</u>	<u>1967</u>
Adams	0	0	Frontier	0	0	Nance	0	0
Antelope	1	0	Furnas	0	0	Nemaha	1	7
Arthur	0	0	Gage	0	1	Nuckolls	0	1
Banner	0	0	Garden	0	0	Otoe	2	11
Blaine	0	0	Garfield	0	0	Pawnee	0	0
Boone	0	0	Gosper	0	0	Perkins	0	0
Box Butte	0	0	Grant	0	0	Phelps	1	1
Boyd	0	0	Greeley	0	0	Pierce	0	1
Brown	0	0	Hall	0	0	Platte	0	1
Buffalo	0	0	Hamilton	1	0	Polk	0	0
Burt	0	1	Harlan	0	0	Red Willow	0	0
Butler	0	0	Hayes	0	0	Richardson	0	2
Cass	42	51	Hitchcock	0	0	Rock	0	0
Cedar	0	0	Holt	0	1	Saline	1	2
Chase	0	1	Hooker	0	0	Sarpy	419	809
Cherry	0	0	Howard	0	0	Saunders	0	1
Cheyenne	0	1	Jefferson	0	0	Scotts Bluff	0	0
Clay	1	0	Johnson	0	0	Seward	0	0
Colfax	0	0	Kearney	0	1	Sheridan	0	0
Cuming	0	0	Keith	0	1	Sherman	0	0
Custer	0	0	Keya Paha	0	0	Sioux	0	0
Dakota	0	0	Kimball	0	0	Stanton	0	0
Dawes	0	0	Knox	0	1	Thayer	0	0
Dawson	0	0	Lancaster	1	5	Thomas	0	0
Deuel	0	0	Lincoln	0	0	Thurston	0	0
Dixon	0	0	Logan	0	0	Valley	0	0
Dodge	0	0	Loup	0	0	Washington	2	1
Douglas	264	382	McPherson	0	0	Wayne	0	0
Dundy	0	1	Madison	0	1	Webster	0	0
Fillmore	0	0	Merrick	0	0	Wheeler	0	0
Franklin	0	0	Morrill	0	0	York	0	0

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

Table 14.

SOUTHROADS SHOPPING CENTER: A LICENSE PLATE

COUNT OF IOWA COUNTIES REPRESENTED, 1968*

	<u>1968</u>	<u>1967</u>		<u>1968</u>	<u>1967</u>
Adair	0	0	Lyon	0	0
Adams	0	0	Madison	0	0
Audubon	0	0	Mills	7	15
Boone	0	0	Monona	0	0
Buena Vista	1	0	Montgomery	3	0
Calhoun	0	0	O'Brien	0	0
Carroll	0	0	Osceola	0	0
Cass	2	2	Page	1	0
Cherokee	0	0	Palo Alto	0	0
Clarke	0	0	Plymouth	0	0
Clay	0	0	Pocahontas	0	0
Crawford	0	0	Polk	3	0
Dallas	0	0	Pottawattamie	45	70
Decatur	0	0	Ringgold	0	0
Dickinson	0	0	Sac	0	0
Emmett	0	0	Shelby	0	0
Fremont	3	8	Sioux	0	0
Greene	0	0	Taylor	0	0
Guthrie	0	0	Union	0	0
Hamilton	1	0	Webster	0	0
Hancock	0	0	Winnebago	0	0
Harrison	1	0	Woodbury	0	0
Humboldt	0	0	Wright	0	0
Ida	1	0	Other	0	0
Kossuth	7	15			

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

Table 15.
 SOUTHROADS SHOPPING CENTER: A COMPOSITE RANKING OF
 NEBRASKA AND IOWA COUNTIES, 1968*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Nebraska	Sarpy	419	1
Nebraska	Douglas	264	2
Iowa	Pottawattamie	45	3
Nebraska	Cass	42	4
Iowa	Mills	7	5
Iowa	Fremont	3	6
Iowa	Montgomery	3	6
Iowa	Polk	3	6
Nebraska	Washington	2	7
Nebraska	Otoe	2	7
Iowa	Cass	2	7

* Maximum number of cars in any one check period.

Table 16.

COUNCIL BLUFFS DOWNTOWN: A COMPOSITE RANKING OF
NEBRASKA AND IOWA COUNTIES, 1968*

<u>State</u>	<u>County Name</u>	<u>Number Cars</u>	<u>Rank</u>
Iowa	Pottawattamie	560	1
Nebraska	Douglas	34	2
Iowa	Mills	19	3
Iowa	Harrison	15	4
Iowa	Shelby	10	5
Iowa	Cass	4	6
Iowa	Fremont	3	7

* Maximum number of cars in any one check period.

Source: Charles E. Brode, Student Research Paper in Economic Geography, Department of Geography, University of Nebraska at Omaha, 1968-69.

Table 17.

LICENSE PLATE RATIOS OF REGIONAL AND COMMUNITY SHOPPING CENTERS

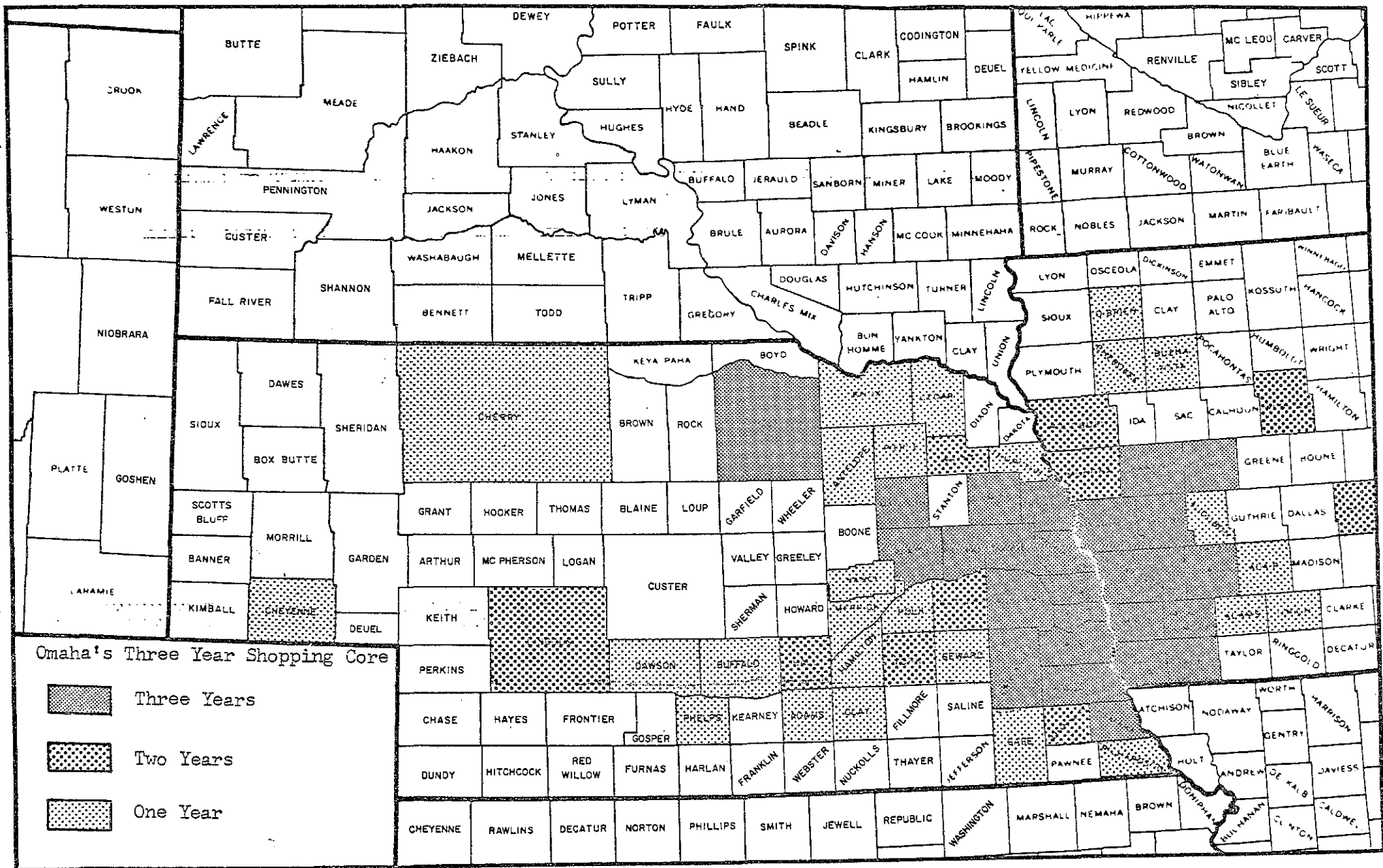
Regional Centers

Westroads Shopping Center:	
SMSA* Counties	80%
All Other Counties	20%
Crossroads Shopping Center:	
SMSA Counties	77%
All Other Counties	23%
Brandeis Downtown:	
SMSA Counties	71%
All Other Counties	29%

Community Shopping Centers

Southroads Shopping Center:	
SMSA Counties	90%
All Other Counties	10%
Council Bluffs Downtown:	
SMSA Counties	88%
All Other Counties	12%

*SMSA Counties Consist of Douglas, Pottawattamie, and Sarpy.



Map 5

